In Two Parts—Part II

Sales Management

THE MAGAZINE OF MARKETING

FIFTY CENTS

SEPT • 1 • 1953

FRENCH NOBILITY treasured this beautiful porcelain and bronze doré rotary clock. Now in the famous Old Charter collection, it dates from the elegant era of Louis XVI (1774-1792).

It's so much smarter to give OLD CHARTER

(especially in this magnificent new gift decanter)*

PERHAPS THE SUBTLEST COMPLIMENT you can pay a friend is a gift of Old Charter. The simple act of giving says, in effect: "I know you are a man who can appreciate the ultimate in fine whiskey. And here it is." Old Charter is available in a magnificent "heirloom" decanter (above) at no extra cost. Designed in a superb "Greek Classic" style, it will be treasured as a keepsake even after the last drop of Old Charter has been enjoyed.

Superior from the start, Old Charter is ripened to magnificence by seven slumbrous years aging in the cask. Try it yourself. You'll see.

tick, tock... tick, tock... the whiskey that didn't watch the clock... seven long years **OLD CHARTER**

Kentucky's Finest Bourbon *Also available in regular round bottle in Holiday Carton

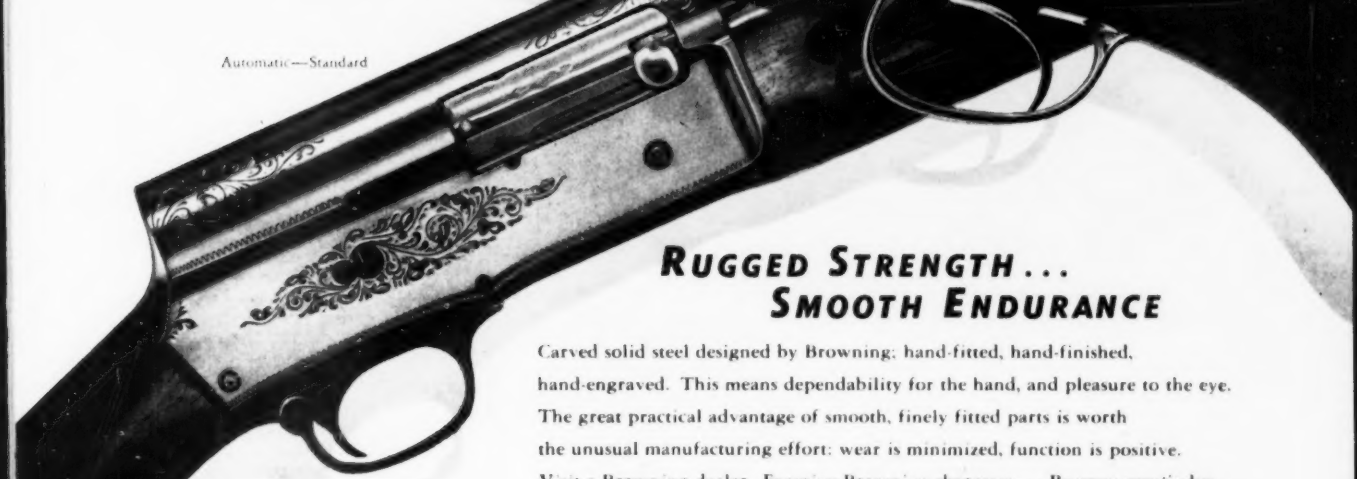
STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • OLD CHARTER DISTILLERY CO., LOUISVILLE, KY.

For more facts circle Readers' Service Card #78

RUGGED as the Rockies . . .

Smooth as silk

Superposed—Grade II

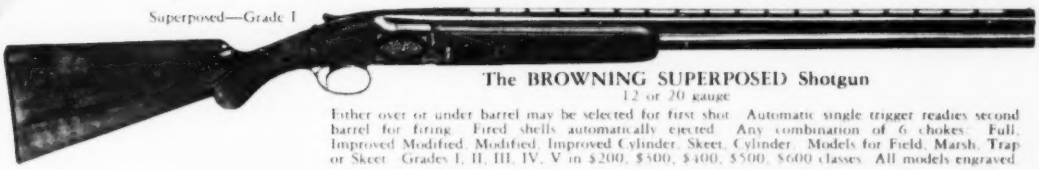


Automatic—Standard

RUGGED STRENGTH . . . SMOOTH ENDURANCE

Carved solid steel designed by Browning; hand-fitted, hand-finished, hand-engraved. This means dependability for the hand, and pleasure to the eye. The great practical advantage of smooth, finely fitted parts is worth the unusual manufacturing effort: wear is minimized, function is positive. Visit a Browning dealer. Examine Browning shotguns . . . Be your own judge . . .

Superposed—Grade I



The BROWNING SUPERPOSED Shotgun

12 or 20 gauge

Either over or under barrel may be selected for first shot. Automatic single trigger readies second barrel for firing. Fired shells automatically ejected. Any combination of 6 chokes: Full, Improved Modified, Modified, Improved Cylinder, Skeet, Cylinder. Models for Field, Marsh, Trap or Skeet. Grades I, II, III, IV, V in $200, $300, $400, $500, $600 classes. All models engraved.

Automatic—Lightweight

The BROWNING AUTOMATIC Shotgun

12 or 16 gauge

5 shot capacity; may be very simply reduced to 3 shot by adaptor, supplied with every gun. Choice of 5 chokes: Full, Modified, Improved Cylinder, Skeet, Cylinder. Interchangeable barrels 26 to 32 inches. Standard or Lightweight models. Choice of plain barrel, raised matted or ventilated rib. 6 price ranges from slightly more than $100 to approximately $150. All models engraved.

IDEA! A Browning shotgun is a perfect gift for Retirement, Anniversary, Birthday, Christmas!

MADE IN BELGIUM

BROWNING . . . *Finest in Firearms*

Write Dept. 9 for Descriptive Literature—BROWNING ARMS CO., St. Louis 3, Missouri, U. S. A.

Also available upon request. Illustrated booklet: "History of Browning Guns, From 1831"

For more facts circle Readers' Service Card #19

Your Christmas Greeting

CAN LAST ALL YEAR . . .

This out-of-the-ordinary Gift combines Perfect Taste with Unusual Thoughtfulness

Your "Merry Christmas" is warmly received and well remembered when it takes the form of a living, growing plant.

Customers and business associates find this remembrance in perfect taste. For here's a lasting gift that's welcome anywhere.

There's a place for a plant in every man's office

And it's so *easy*. Just take a few minutes to discuss your choice with your F.T.D. Florist. Then turn over your list to him . . . and forget it.

You can be sure your Christmas Greetings will arrive where you want them . . . when you want them. Because, whether your customers are across the country or across the sea, F.T.D. Florists guarantee delivery.

Say it with Flowers-By-Wire

Be sure to look for SPEEDY, *and the* FAMOUS MERCURY EMBLEM. *They identify members of* F.T.D. *and* INTERFLORA *all over the world.*

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

HEADQUARTERS DETROIT, MICHIGAN

For more facts circle Readers' Service Card #49

SM

In Two Parts — Part II

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September 1, 1953 Volume 71 No. 5

a guide to Gracious Giving

a "take-home" GIFT

for the real Spirit of Christmas

Valerie Jean DATES and DESERT SWEETS

Direct from our Desert Oasis

DESERT GIFT BASKET ►

From $10.00 to $25.00

(delivered prepaid by Express in U.S.A.)

The lavish Gift of bounteous proportions for lasting remembrance. Fully packed decorated Baskets, filled with many gift wrapped packs of time-proven Favorites... Dates and Desert Sweets, Rare Citrus Marmalades, Olives, Brandied Dates, Preserves, and Sweet Coachella Grape Fruit, about forty pounds gross weight for the $25.00 Basket.

DESERT NIGHT VARIETY ASSORTMENT ►

	each	case of 12 to 1 address
3 lbs. (pictured)	$4.45	$48.75
Also packed in the following sizes in different attractive boxes.		
1½ lbs.	$2.25	$25.50
5 lbs.	$7.10	$78.50

(All prices delivered prepaid—case lots express)

Year after year this Charming Gift of delightful California Dates and Fruit Confections has been First Favorite of all Famous Valerie Jean Packs.

A hand packed *Prize Winner* of Selected Dates, Date Surprises filled with Walnuts, Pecans, Glace Cherries and Hawaiian Pineapple, "Candy-Cake" and Fruit Loaf, Coconut Butterballs . . . an exclusive Valerie Jean Assortment. (*First Prize at National Date Festival for 1952).

GIFTS OF RARE DATES—"The Candy of the Palms" ripening FRESH FOR CHRISTMAS, "since the year One" have traditionally expressed the Gratitude and Joy of the Season.

AND SO TODAY—how fitting a way to say "THANK YOU—I REMEMBER!"—with one of these bounteous Gifts that can be shared with others at home or office—in the generous Spirit of the Season.

YOUR ASSURANCE of satisfaction: our 25 years of service to the Gift Needs of thousands of customer-friends, delivery guaranteed.

☆ ☆ ☆

- ***Just send your Gift List—we do the rest***
- ***Complete Folder sent on request***
- ***All Prices delivered prepaid***
- ***Quantity discounts over $100.00***

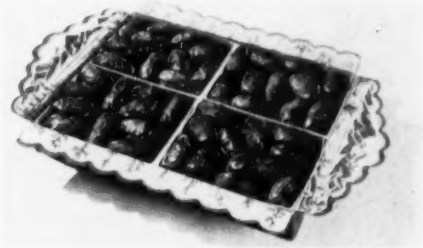
◄ BRANDIED DATES

3 lb. keg $6.95
2½ lb. jar $3.70
15 oz. jar $1.85

(delivered prepaid)

Pitted Select Deglet Noor Dates in Date Brandy Cordial. A Conserve to be served with meats; for Cocktails; as a topping for Ice Cream and Puddings; or as a last dinner course.

An Ideal Executive Gift.



▲ TABARZAL JUMBO DATES

"Queen of the Desert"

1½ lbs. $2.55
3 lbs. $4.65

(delivered prepaid)

Large as a plum, soft as butter, tissue-thin skin and small seed. This huge creamy Date is a California Original. It has a delicate fruity flavor, and is without doubt the Finest Large Soft Date. Packed in our Newest "Desert Night" box with multiple inside dividers for safe carriage in shipment.

VALERIE JEAN DATE SHOP

RUSS NICOLL, Owner

PHONE: THERMAL 95159

P.O. BOX 1786, THERMAL, CALIF.

THE NAME THAT SPREADS THE FAME OF CALIFORNIA'S FINEST DATES & DESERT CONFECTIONS

For more facts circle Readers' Service Card #125

When A Corporation Says "Merry Christmas" To its Friends

The average corporation represented by SM subscribers sent gifts to 459 last year, at a cost of $3,528; three-fourths of American industry approves a gift policy.

In the late spring, 2,600 SALES MANAGEMENT subscribers were asked 17 questions about corporate Christmas gifts. By July 1, when returns were tabulated, there had been 1,311 responses, or slightly above 50%:

1. Of these, 987, or 75%, state that they have a policy of presenting Christmas gifts, usually at Christmas time.

2. The average (mean) number of gifts sent out last year was 459, with a range of from 10 to 12,000. Among the large quantities reported were 7,000 sun glasses by one respondent, 2,500 turkeys by another and to the list of 12,000 went a set of plastic tumblers.

3. The average (mean) cost per items was $7.25, and an average expenditure per company of $3,528.

4. It is estimated that the readers of this feature article spent approximately $80 million in 1952 on their Christmas gift-giving programs.

5. See box, page 6, headed, "Average Quantities and Prices per Item" for detailed information on 11 different types of gift items.

Subscribers were asked when they arranged for the purchase of Christmas gifts. Forty percent said before October 1, 23% in October, 21% in November and 16% in December.

Should a gift be for the home, the office or for personal use? Subscribers, when asked this question, answered as follows:

For home	43%
For office	17%
For personal use	40%

When asked, "When you find an item that's well received, do you repeat the next year?" they answered:

We repeat	50%
We do not repeat	41%
We repeat occasionally	9%

Who are the recipients of the gifts? Since many companies give to more than one group, the percentages following add up to more than 100:

To customers	62%
To dealers	19%
To distributors	28%
To employes	24%

Most gifts are delivered by mail—about 56%, followed by 34% through the salesmen and the balance through messenger or express service.

Fewer than three subscribers out of every 10 make any attempt to identify the company on the gift, such as by imprinting.

When asked whether salesmen are enthusiastic, mildly enthusiastic or disinterested in the Christmas gift program, 57% said, "enthusiastic," 37% "mildly enthusiastic" and only 6% "disinterested."

A Christmas gift program is a good business investment in the opinion of 88% of the respondents, and the "no's" and the dubious or uncertain divide the remaining 12%.

But about one company out of every five would eliminate or severely curtail its Christmas gift program if its important competitors followed suit.

Only one company out of every seven bothers to advise recipients that gifts are being sent.

The Most Popular Gifts of the 1952 Christmas

The three most popular gifts—liquor, fruit and cheese—were destined for the stomach, but items for the office and non-food home items were also popular.

Gift Source List Solves Where-to-Buy-It Problem

For your convenience we have prepared a source and price list for every item pictured in the Gift Gallery. Please turn to page 112, where picture numbers and sources are indexed.

2

3

Gift Gallery

1. For home or office, set of chrome or gold pourers keeps liquor-serving neat. Pourers fit any standard-size bottle, are imprinted in Old English letters.

2. Picnic cooler, four-gallon capacity, packed with five pounds of assorted cheese. When cheese is gone, cooler will keep food hot or cold for family outings.

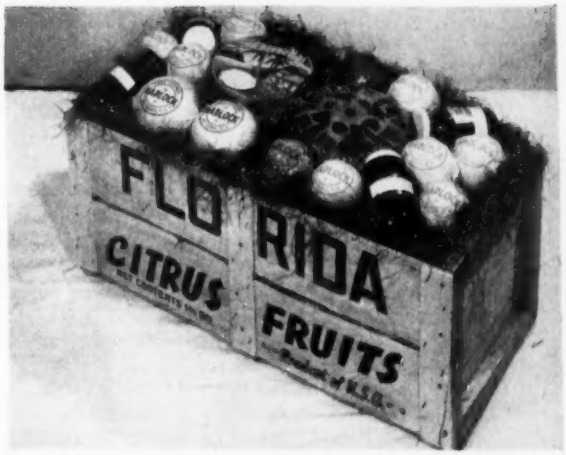
3. Portable bar kit, fitted with ice container, plastic shot cups, tumblers and, naturally, a bottle opener. It is glass fibre insulated, has waterproof lining.

4. Tropical candies, fruits galore. Box is packed with 100 pounds of rum and orange flavored zombies, coconut confections and Florida oranges and grapefruit.

5. In a five-compartment lazy Susan container, "heavenly hash" fruit cake. It's surrounded by stuffed dates, bitter-sweet chocolate coated nuts and almonds.

6. Quality foods hard to find in stores, like pickled water melon rings 'n' cherries, sweet pickled cucumber chips, Spanish olives, brandied plum pudding.

(More pictures begin on p. 74)



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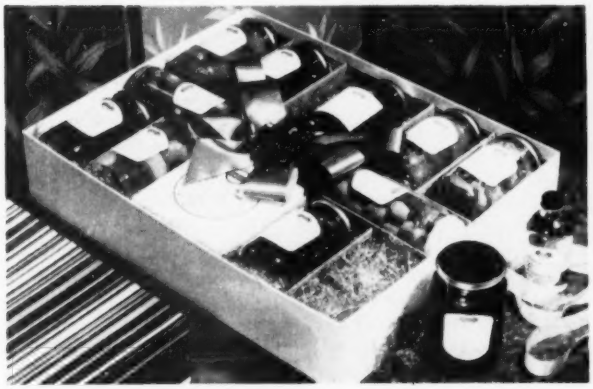


A Gift to

REMEMBER

NATIONALLY ADVERTISED

DELANO PRINTS

Are EXCLUSIVE, DIFFERENT

nothing like them on the market. Delivered in decorative mat, and large envelope. Your Company's Christmas message imprinted on attached title sheet. They are high in quality, low in cost.

FOUR YEARS

testing

has **PROVED** them

EFFECTIVE

CHRISTMAS GIFTS

Beautifully reproduced in full color from the $10,000.00 original paintings by the internationally known painter of the Navajo, Gerard Curtis Delano. Choice of SIX SUBJECTS matted to 23" x 19" plus smaller sizes.

DELANO PRINTS

are enthusiastically received. They get framed and prominently displayed. They are deluxe gifts that STAY IN SIGHT, don't get shoved away in drawers, and are constant visual reminders of you and your company.

DELANO STUDIOS

31 E. 18th Ave., Denver 2, Colo.

Send folder showing Delano Prints and QUANTITY PRICES.

Name .....

Firm .....

Address .....

City ..... State .....

For more facts circle Readers' Service Card #36

Average Quantities and Prices Per Item

The 987 Sales Management subscribers who reported on company gifts presented last year bought in the following quantities and at the following prices:

Product		Quantities, %				Prices, %			
	% of All Gifts	1-99	100-499	500-999	1,000 and Over	Up to $2	$2-5	$5-10	$10 and Over
Food	27.3	50	32	7	11	6	37	37	20
Office equipment	16.7	50	38	13	19	44	28	18	10
Housewares & home gifts	13.4	41	32	17	11	9	28	34	29
Liquor	6.8	50	29	11	10	4	17	56	23
Lighters, pocket	4.4	15	29	36	20	0	47	30	23
Leather goods	4.1	47	27	8	18	19	24	22	35
Electrical appliances	4.0	70	21	9	0	0	6	36	58
Cigars, cigarettes	2.8	19	35	30	16	0	46	40	14
Magazine subscriptions	2.8	40	46	3	11	0	46	41	13
Sports equipment	2.5	60	20	12	8	12	24	24	40
All other	15.2	42	38	9	11	12	28	42	18
Total	100.0	45	33	10	12	16	27	38	19

Thus we see, for example, in the last line above, that 12% of companies gave in quantities of 1,000 and up; and that 19% of the gifts cost in excess of $10.

Items mentioned most frequently as having been given in 1952:

	Number of mentions
Liquor	82
Fruit	80
Cheese	74
Pens and pencils	70
Lighters, all types	67
Cutlery	38
Hams	35
Magazine subscriptions	34
Cigars and cigarettes	34
Candy	31
Memo and appointment pads	30
Fruit cake	28
Turkeys	25
Electrical clocks	25

As compared with last year's survey (SM 9/1/52), food remained at the top with only a slight percentage change; housewares and other home items shot 'way up; office and desk equipment declined slightly, as did magazine subscriptions and liquor. More than a slight trend can be seen in favor of gifts for the *man*, not just the *business*man, with special emphasis on items which he can enjoy with his family.

In greater detail the responses show the following as used in 1952:

Food	Total mentions: 341
Fruit	80
Cheese	74
Hams	35
Candy	31
Fruit cake	28
Turkeys	25
Food assortments	15
Preserves	15
Nuts	11
Meats, sausage & tinned	10
Maple syrup	5
Condiments	4
Pheasant	3
Hors d'oeuvres	2
Canned vegetables	1
Olives	1
Pretzels	1

Brands most mentioned:

Fruit: The leader was Fruit-of-the-Month. Others with multiple mentions: Cobb, Blue Goose, California Fruit Products Co., Sno-Mountain, Sniff's California dates, Fidelity Grove, Penn Fruit Baskets, Haddock, Barfield.

a gift idea that is

different

from Louis Bromfield's famous MALABAR FARM

a delicious assortment of 12 different jams, jellies, and preserves from world-famous Malabar Farm.

$6.50 f.o.b. Lucas, Ohio (in lots of 5 or more)
Or $7.50 individually delivered
anywhere in the U.S.

Here's what each package contains!

Seedless Black Raspberry Preserves
Relish this with cream cheese for a bed-time taste treat.

Old Fashioned Cider Apple Butter
The spicy richness of tart apples smoothed to a hearty spread.

Grape Jelly
Tangy and tasty.

Blackberry Jelly
Nature's gift to the gourmet. Sweet and toothsome.

Cherry Preserves
Small boys' delight. Nothing better.

Pineapple Preserves
Delicate flavor. a grand complement to baked ham.

Strawberry Preserves
The paragon of jams. Delectable, delicious and crammed with vitamins.

Boysenberry Preserves
The newest of the berry family. Have you tried its distinctive goodness?

Quince Jelly
The long time favorite. Just like grandma's.

Orange Marmalade
A piquant accompaniment for tea and toast. Superlative with roast duckling.

Crabapple Jelly
Sparkling clear. A zesty addition to meats or fowl.

Elderberry Jelly
Picked when they are bursting with juice. Pungent aroma.

This year you can *really* ring the bell with a Christmas gift for friends, customers, business associates, employees . . . with the exclusive assortment of jams, jellies and preserves attractively packaged for Malabar Farm.

A gift that is *different* in *kind*, in *quality*, and in *prestige*. A gift that cannot be purchased anywhere else. A gift that will be thoroughly enjoyed and appreciated long after the holiday season.

Besides the flavorful goodness of these fine Malabar products, your customer gets a beautiful, original gift booklet written by "best-seller" Louis Bromfield. Your own personal message, Christmas greeting, or business card can be enclosed in each package.

These delicious "old time flavor" jams and jellies make a wonderful gift in their own right. And the added glamor of the name that is so well known to the reading public, plus the glamor of the rolling Ohio country so familiar to readers of *Malabar Farm*, goes right along with every package you send.

Mail your order early to insure before-Christmas delivery . . . then forget your Christmas gift problems!

MALABAR FARM PRODUCTS CORPORATION
Lucas, Ohio

Please reserve_____packages of 12 ten-ounce assorted jars of Malabar Farm preserves and jellies.

☐ $6.50 a package, f.o.b. Lucas, Ohio (in lots of 5 or more). Ship to address below.

☐ $7.50 a package individually delivered by Malabar Farm. I will send list of recipients and a sufficient number of cards to you by November 15, 1953.

Please bill me when the order is made up.

name_____

firm_____

street_____

city_____zone____state_____

For more facts circle Readers' Service Card #73

Cheese: "Wisconsin" received the most mentions, but this is a general term. The largest specific brand mention was for Swiss Colony, followed by Maytag blue, Epicure Club, Borden, Cheese Box, Wisconsin Cheese Guild, Plymouth Cheese Counter, Old Tavern. Other brands included Woody Cheese Co., Kraft, Tillanook, Old Orchard, Michigan, Lenglois Blue Vein, Treasure Cove Dairyland, Kaukauna.

Hams: Smithfield, Swift, Armour, Rath, Old Mizzou, Globe, Kingan, Tennessee Country.

Turkeys: Norwood, Forst, Fox De Luxe, Swift, Ex-Sel.

Miscellaneous: Wolferman, Maruti, General Baking, *fruit cakes;* Whitman, Stover, Barton, Fanny Farmer, Blum, Allegretti, *candies;* Mt. Hood, Filbert Farm, Peanut Kids, *nuts;* Mission Pak, Smucker's, Smile-Pak, Knott's Berry Farm, *preserves.*

Also: S. S. Pierce & Co., *condiments;* Fin 'n' Feather, Berkshire Farm, Lush-a-mere Farm, *tinned meats;* Fin 'n' Feather *pheasant;* Graber's *olives;* Bachman *pretzels;* Heinz, Durkee, Oregon Treasure Chest, *food assortments.*

Liquor .....**Total mentions: 82**

Brands most mentioned: Canadian Club, Old Forester, Dewar's, Lord Calvert, Schenley Reserve, Old Taylor, Old Charter, Old Grand Dad, Haig & Haig, Drambouie, Southern Comfort, Ballentine Scotch, Dom Benedictine.

Office Equipment... Total mentions: 216

Telephone, memo appointment pads, books, indexes	30
Fountain pens	27
Pencils	26
Desk calendars	24
Pen and pencil sets	17
Desk lighters	14
Telephone indexes	11
Desk clocks	10
Pocket secretaries	10
Diaries	8
Desk scissors	5
Letter openers	5
Ash trays	4
Slide rules	4
Staplers	4
Desk sets	3
Letter cases	3
Paperweights	3
Steel tapes	3
Flexible rulers	2
Carton openers	1

WISCONSIN'S FINEST CHEESES

Shipped Postpaid from the Cheese Factory direct to you & your friends with our guarantee of satisfaction.

Asst. No. 7 (above) 5½ lbs. Net $6.50 Add 40c for postage West of Denver.

Asst. No. 4 (above) 7½ lbs. Net $9.00 Add 50c for postage West of Denver

Asst. No. 3—2 lbs. .....Net $3.15 Add 15c for postage West of Denver

Asst. No. 9—3 lbs. .....Net $4.10 Add 30c for postage West of Denver

Write for Brochure & Quantity Discounts—Many More Selections

MADISON PRODUCERS DAIRY SALES, INC.

1705 So. Park Street **Madison 5, Wisconsin**

For more facts circle Readers' Service Card #71

A BUSINESS GIFT WITH PERSONALITY!

5 lb. Individual Cheese

$4.50 *postpaid. Perfect delivery guaranteed.* Add 50c west of Miss. 75c west of Denver. 3 lb. individual cheese $3.00. Add 30c west of the Miss. Send check or money order to:

These individual cheddars are made from whole milk that comes from the herds of New York State's famous upland — its finest grazing country. Each cheese is soft-textured and moist with an unusual and delicious tang. Each is a complete cheese. Send us your gift list and a card for each box. Your lucky list will remember you a long time for this present.

St. Lawrence **CREAMERY CO.**

30 Maple Street, Potsdam, N. Y. • Established 1862

For more facts circle Readers' Service Card #105

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you.

• • •

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.

For more facts circle Readers' Service Card #17

Brands most mentioned:

Desk calendars, appointment pads and telephone indexes: Brown & Bigelow, Kemper-Thomas, Modern Art Cover, Robert Dale, Nascon, Dartnell.

Letter openers: Kemper-Thomas, American Safety Razor (with lighter), Saber, Brown & Bigelow.

Pencils and pens: Paper-Mate, Parker, Eversharp, Sheaffer, Waterman, Strafford, Scripto, Autopoint, Norma, Cross.

Desk lighters: Zippo, Ascot, A.S.R., Ronson, Evans, Brown & Bigelow, Ritepoint.

Desk scissors: Wiss, Brown & Bigelow, Kemper-Thomas.

Staplers: Bostitch, Duo-Fast, Tiny Tot.

Diaries: Dartnell.

Desk clocks: Jefferson, New Haven, Lux, Brown & Bigelow.

Miscellaneous: Stanley *rules and tapes;* Pickett, Post, *slide rules;* Singleton *paperweights;* Stewart Sarick, Brown & Bigelow, *pocket secretaries.*

Magazine Subscriptions. . . . Total mentions: 34

Most named magazines: *Fortune, U.S. News & World Report, Reader's Digest, Holiday, New Yorker, Life, Esquire, The Freeman, Newsweek.*

Electrical Appliances Total mentions: 52

Clocks	25
Razors	5
Blenders	4
Blankets	4
Radios	4
Orange juicers	3
Rotisseries	2
Broilers	1
Bean pots	1
Corn poppers	1
Bun warmers	1
Egg cookers	1

Brands most mentioned: Jefferson, General Electric, Telechron, *clocks;* Dormeyer, Waring, *blenders;* Rem-

your customers can't **BEAR** to be without

the Skotch Kooler

. . . and the **Skotch Party Bucket** and the **Skotch Kaddy**

*Sales Management's survey named "Skotch Kooler" top choice for customer and executive gifts. These handsome plaid, insulated containers are available this year in 3 sizes and 2 colors. See your nearest advertising specialty jobber.

Life
Holiday
Esquire
House & Garden
House Beautiful
Good Housekeeping
Parents'
Outdoor Life
Field & Stream
New York Times Magazine
Living for Young Homemakers

Hamilton

Welcome to our exhibit at the New York PREMIUM SHOW—Hotel Astor

BOOTH 11

phone, wire, or write!

HAMILTON METAL PRODUCTS CO.
855 Avenue of the Americas, New York 1, N. Y. OXford 5-1430

For more facts circle Readers' Service Card #55

"AMERICA'S FINEST SOAPS"
for Holiday Gifts

"COMPLIMENTS OF"—Each beautiful five cake box has a place for your personal card.

GIFT CHEST—Attractive three drawer jewel type chest. Each drawer contains a trio of fragrant floral cakes in different colors.

"KENSINGTON"—Famous for quality. Both complexion size and giant bath size. Three cakes packed in distinctive green and gold box. Seven colors and fragrances from which to choose.

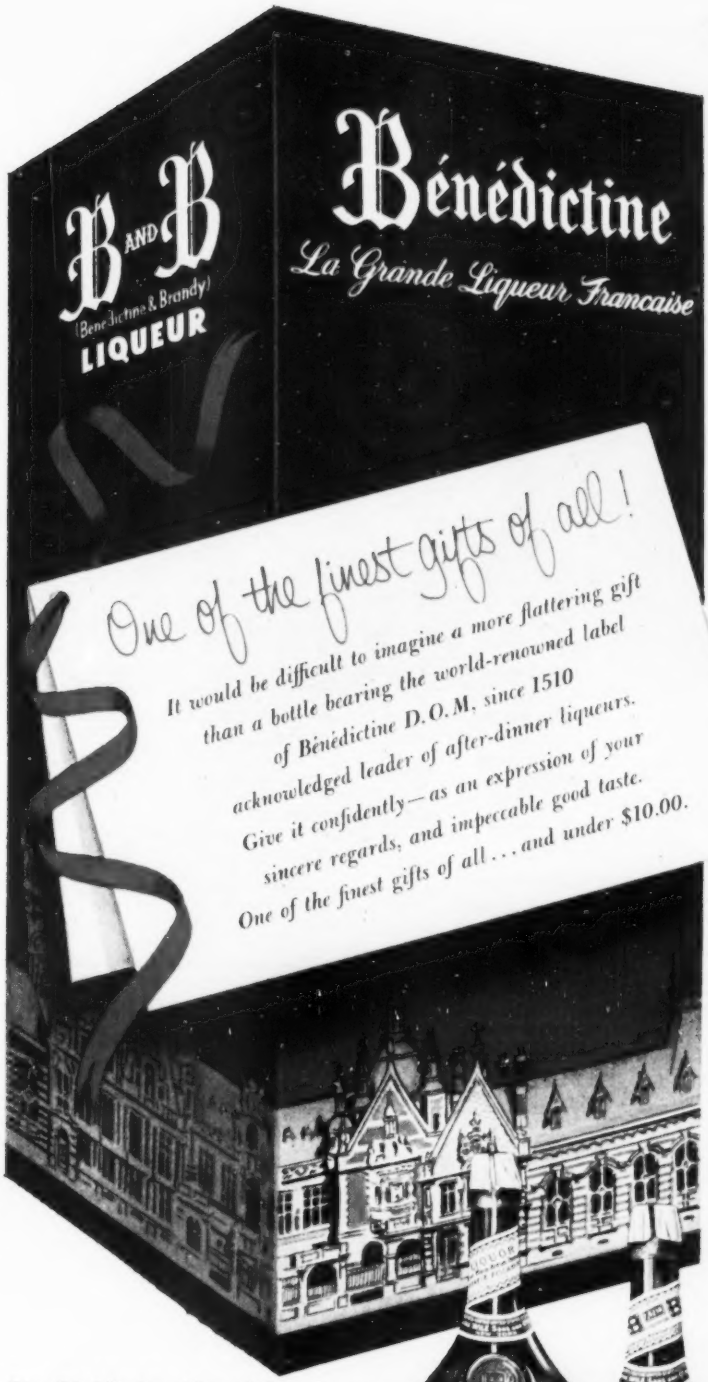
Write for Complete Information To

THE HEWITT SOAP CO., INC.
333 Linden Ave. Dayton 3, Ohio

For more facts circle Readers' Service Card #59

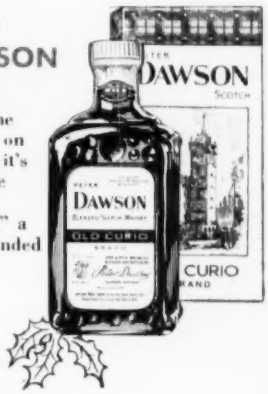
WELCOME GIFTS

imported from the cellars of Europe



PETER DAWSON OLD CURIO

By the dimples on the bottle and the smile on your face, you know it's Peter Dawson . . . the "spirit" of *Scotland!* Dawson "Old Curio," a premium Scotch, Blended Scotch Whisky. 86.8 proof.



DRY SACK SHERRY

The world's finest sherry comes to the party *dressed in a sack!* Unmistakably it's Dry Sack! Neither too sweet nor too dry, but mellow and light. Perfect at lunch or cocktails. A handsome gift from Spain!

GARNIER LIQUEURS

in fancy bottles

Garnier . . . known for almost a century for the finest liqueurs that can be produced . . . presents the *Rainbow Bottle.* Exclusive 4-compartment bottle contains Liqueur d'Or, Liqueur Abricotine, Triple Sec and Creme de Menthe. An unusual gift for those of finest taste.

Give Bénédictine either of these 2 ways

Bénédictine

In the bottle with the *red seal.* First made in 1510, and still made at the ancient abbey in Fécamp.

B AND B

In the bottle with the *gold seal.* A drier liqueur. Bénédictine blended perfectly with fine old cognac.

Julius Wile Sons & Co., Inc., New York • *Let this seal be your guide to Quality*

Julius WILE

For more facts circle Readers' Service Card #12

HOW TO PUT YOUR SALESMAN ON A PROSPECT'S DESK...

GIVE YOUR CUSTOMERS AND PROSPECTS

Tatum MONOGRAM Staplers

WITH YOUR NAME HERE
on 2-color metal plate

All metal construction

Uses Standard Size Staples

KEEP YOUR NAME UP FRONT 4 WAYS

- Strong attention value...your ad is sure to be seen...has a top position.
- High readership...staplers are kept on top of desks, close at hand... your ad is rarely out of sight.
- Repetition builds remembrance... your ad sells all day...every day of the year.
- Long life medium . . . Monogram Staplers and the advertising on them last and last...5 years or more. Use standard size staples . . . available from stationers everywhere.

works 3 ways

Staples at files... closes bulky packages

Tacks notices and decorations

Fastens correspondence at desk

WILSON JONES COMPANY
209 S. Jefferson St., Chicago 6, Ill.

Please send complete data explaining how I can put the MONOGRAM Staplers to work on our prospects' desks. Also give me name of my nearest stationer.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

For more facts circle Readers' Service Card #160

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you.

ington, Schick, *razors;* RCA, General Electric, *radios;* Jay-Kay *broilers;* Bar-B-Q, Rotiss-O-Mat, *rotisseries;* Sunkist *orange juicer;* Sunbeam *egg cooker;* Landers, Frary & Clark "Universal" products.

Leather Goods ....Total mentions: 50

Wallets, men's	18
Brief cases	7
Miscellaneous	7
Luggage	6
Wallets, ladies'	4
Cigarette boxes	4
Clothes brushes	2
Keyholders	1
Shaving kits	1

Brands most mentioned: Prince Gardner, Buxton, Brown & Bigelow, *wallets;* Hickok *belts;* Samsonite, Oshkosh, Wheary, Hartmann, *luggage;* Mark Cross products.

Housewares and Gifts for Home .....Total mentions: 177

Cutlery	38
Glassware	21
Blankets	16
Chopping blocks	16
Miscellaneous	16
Vacuum bottles	12
Clocks	9
Sharpeners	7
Ice buckets	7
Linens	4
Aluminum ware	4
Silverware	4
Picnic kits	3
Kitchen sets	2

Who Bosses the Christmas Giving?

The first column of figures below under the heading, "How Much?" refers to the primary decisions, "Shall we give anything at Christmas, and if so, how much will we spend?" The second column, under "What Gift?" refers to the type of article and/or brand selected.

Decisions are made by:

	How Much?	What Gift?
President	26%	21%
Executive V-P	16	12
V-P of Sales	8	7
General Sales Mgr.	24	31
General Mgr.	11	8
Advertising Mgr	2	3
Others	13	18

In 54% of the companies the *same man* (most often the sales head) makes *both* decisions.

Don't give a "Ho-Hum" Gift this Christmas!

for Clients, Employees, Friends, Family and Yourself . . .

GIVE MEMBERSHIPS IN THE AROUND-THE-WORLD SHOPPERS CLUB

Beautiful, Unusual, Useful Gifts Mailed From All Over The World For Only $2.00 each—POSTPAID, DUTY FREE

This Christmas the answer to your puzzling gift problem is to give *Memberships in the famous Around-the-World Shoppers Club!* Christmas can come 3, 6, even 12 times during the coming year to the lucky people on your list—at a price so low you can afford to give many more gifts than you thought possible.

Just imagine the excitement of your friends as they begin receiving mysterious packages from abroad, with colorful stamps and exotic postmarks—all sent in your name! Each gift exquisitely made, charmingly different and in perfect taste . . . representing the many fascinating cultures of the world.

Monthly Surprise Gifts For The Top Names on Your Christmas List

One month your recipient may receive a rare example of Florentine sculpture or a beautiful silk Indian *sari;* other months may bring an old-world woodcarving from the Black Forest, a piece of precious Belgian glassware or a chic product of La Belle France. Included with each will be a colorful illustrated brochure describing the origin and significance of the article—adding even more glamour to each gift!

How the Around-the-World Shoppers Club Can Send These Gifts for Only $2.00 Each

American dollar credits abroad are magic. And the Club commands fabulous bargains at the great International Fairs as well as in the markets and bazaars of native artisans who still create in ancient hand-craft traditions. Through the Club's enormous buying power and prestige, Memberships cost only $6.00 for 3 months, $11.50 for 6 months, $22.00 for 12 months, postage paid, duty free, direct from the place of origin. Every article *value-guaranteed:* if available in the U.S., each would retail at from $3.50 to $6.00!

Gifts That Remind Your Recipient Of Your Thoughtfulness Again and Again!

The glamour of most Christmas gifts quickly fades with familiarity but the pleasure of Around-the-World Shoppers Club Membership is experienced month after month, with the arrival of each new gift from abroad.

Giving gift Memberships is easy. Just complete the coupon below, using an extra sheet, and mail. At Christmas-time each recipient receives a handsome card announcing his Membership, and soon after he will enjoy his first gift from a distant land. However, because so many of our gifts are made by hand and supplies are limited, we urge you to mail your coupon at once. You can be sure your friends will be completely captivated by every one of their gifts, for these are the wonderful things that you would choose for them yourself if you were travelling abroad! So rush the coupon to make sure your gift Memberships can be accepted. **NOTE: If you would like more information about the Club before making a decision, check the coupon and we will send you our illustrated brochure describing our service in detail. No obligation, of course.**

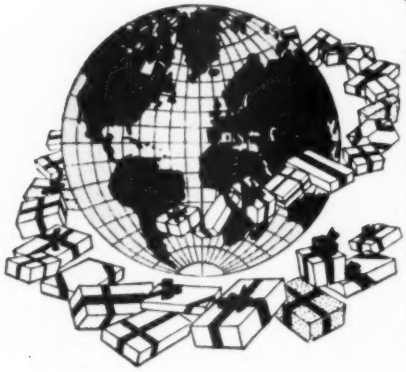
A COMPLIMENTARY MEMBERSHIP FOR YOU

Every time your gift Memberships total 36 months, you, or anyone you name, receives a FREE 6-month Club Membership. Simply add the name to your list, and indicate.

The U. S. Post Office Dept. charges a service fee of 15¢ for delivery of foreign packages, which is collected by the postman and cannot be prepaid by the Club.

Around-the-World Shoppers Club

DEPT. 893 71 CONCORD STREET, NEWARK 5, N. J.



READ WHAT MEMBERS SAY ABOUT THE CLUB

"I have enjoyed your 'international treasure hunt' so very, very much. I think a membership would make a wonderful present to give someone!" —**K.K.H., *Melrose Park, Ill.***

"The whole family gathers round when the latest package arrives. You are doing a wonderful job . . . Each gift is a real bargain!" —**R.R.B., *Montville, Conn.***

"Just anticipating the coming of a 'surprise gift' has been great fun and a real lift!" —**S.K.F., *Troy, N. Y.***

"Your gifts show exquisite taste in their selection. I am more than pleased and I feel urged to tell you so." —**M.Z., *Philadelphia, Pa.***

"Thus far I have received two articles—and am still speechless with surprised pleasure!" —**J.S.S., *Winston-Salem, N. C.***

(NOTE: All original letters on file in our office)

Around-the-World Shoppers Club, Dept. 893
71 Concord Street, Newark 5, N. J.

☐ Please enroll as Members the persons whose names and addresses appear on the attached sheet (be sure to indicate whether each is to receive a 3-, 6- or 12-months Membership and how you wish each gift acknowledged).

I enclose check ☐ bill me ☐ bill my firm ☐

Each	3-months Membership	$ 6.00
Each	6-months Membership	11.50
Each	12-months Membership	22.00

My Name .....

Company Name .....

Address .....

City & Zone ..... State .....

NOTE: 6 months Membership FREE every time your Gift Memberships total 36 months.

☐ Please send me further information about Around-the-World Shoppers Club, without obligation.

REFERENCES: Franklin-Washington Trust Co., Newark 2, N. J.

For more facts circle Readers' Service Card #145

A Christmas gift that will please each member of the family. Matchless and supreme. World-famous over 40 years. Make them a part of your list of Christmas gifts.

FOR YOUR CONVENIENCE

Send us your list of those to be remembered. 1 or 1000. We will mail direct for you, enclosing in each gift a beautiful card bearing your name.

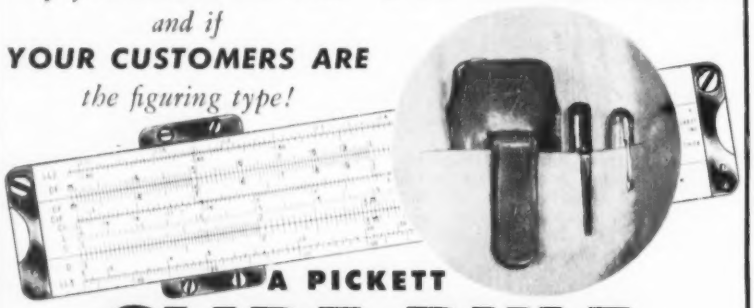
Write For Literature and Prices.

Aged-in-Brandy
1½ lb. Post Paid $2.25
3 lb. Post Paid $4.25

GRACE A. RUSH, INC. • 3715 MADISON ROAD, CINCINNATI 9, OHIO

For more facts circle Readers' Service Card #75

If you **PLAN TO PAY $5 TO $10 FOR A GIFT** *and if* **YOUR CUSTOMERS ARE** *the figuring type!*



A PICKETT

SLIDE RULE

is a terrific GIFT suggestion!

How many times a day, for how many years, would your customers use this Christmas Present? If the rule is *correctly chosen*, the answer is "till your customer retires!" Only Pickett gives you *the correct rule for every job* — because only Pickett offers a complete line of specialized rules . . . including seven 6-inch pocket rules. Only Pickett has the flexibility of manufacturing to offer you specially designed rules at attractive prices. Only Pickett offers SYNCHRO-SCALE Simplicity and specialized scale arrangements.

AN INQUIRY ON YOUR COMPANY LETTERHEAD
will get specialized service

Just tell us what type of trade you sell. Our "Engineering" department will recommend, or design, the rule to fit your particular need. No obligation of course!

Write today for specialized information!

Pickett *All-Metal* **SLIDE RULES**

PICKETT & ECKEL, INC.
5 South Wabash Ave.
Chicago 3, Illinois

For more facts circle Readers' Service Card #94

Salad sets	2
Brushes, kitchen	2
Tables	2
Condiment dispensers	2
Lazy Susans	1
Cocktail sets	1
Roast holders	1
Aluminum foil	1
Photo album	1
Casserole	1
Pottery	1
Service tongs	1
Buffet sets	1
Silent butlers	1

Brands most mentioned:

Cutlery: Klever Kleever, Bar-B-Q, Gerber Legendary, Flint and Ekco, Carvel Hall, Cattaraugus, Utica, Camillus, Brown & Bigelow, Burns.

Glassware: Fostoria, U.S. Glass, Susquehanna, Manor Gallery, Monogram, Federal, Libbey-Owens.

Blankets: Chatham, St. Mary's, Faribo, Pak-A-Robe, Horner, Stadium, Zip-A-Robe, Troy.

Chopping Blocks: Little Butch, Ibroc, Bruce.

Miscellaneous: West Bend *aluminum ware;* Reynolds *foil;* Brown & Bigelow *picnic kits;* Shaw-Barton *brushes;* Squeezit Products *condiment dispensers;* Dazey *swinging can openers;* Revere *cooking ware;* Counsellor *bathroom scales.*

Vacuum bottles: Skotch Koolers, American, Aladdin, Thermo-Pak.

Sharpeners: Cory and Oster.

Books . . . . . Total mentions: 15

Favorites were Rand McNally atlases, "Greatest Story Ever Told," "Over Sexteen," "Life in America," Webster dictionaries.

Jewelry . . . . . Total mentions: 12

Money clips	5
Tie clips	3
Miscellaneous	4

No brand names were mentioned except Elgin watches and Kreisler clips.

Sports and Hobby Equipment .....Total mentions: 48

Tools	15
Pocket knives	10
Golf balls	6
Binoculars	6
Cameras	5
Hunting knives	3
Fishing rods	3

Brands most mentioned: Heddon *fishing rods;* Bausch & Lomb *binoculars;* Eastman Kodak, Stereo Realist, Bell & Howell, *cameras;* Spalding, U.S. Rubber, Acushnet, *golf balls;* MacGregor, Wilson *golf clubs;* Kendall *pocket knives;* Delco, Herbrand, Nine-in-one, K-vise, Multi-Unit, *tools.*

Clothing .....Total mentions: 23

Hat gift certificates	6
Shirts	5
Handkerchiefs	4
Ties	3
Pajamas and robes	3
Raincoats	2

Brands most mentioned: Lee & Disney, Stetson, Knox, *hat gift certificates;* Howale *ties;* Pendleton, Van Heusen, McGregor, *shirts;* Ultron Vinyl *raincoats.*

Miscellaneous .....Total mentions: 272

Lighters	53
Cigars and cigarettes	34
Salesmen select	27
Ash trays	15
Playing cards	15
Gift certificates unnamed	12
Thermometers, barometers, hygrometers	11
Cash	10
Flowers	9
Manicure sets	8
Christmas trees	7
Auto spotlights	6
Stationery	6
Toiletries	6
Key rings	5
Tape measures	4
Flashlight	4
Perfume	3
Matches	3
Car robes	2
Fire extinguishers	2
Christmas gift wrapping	2
Bar accessories	2
Ice containers	2

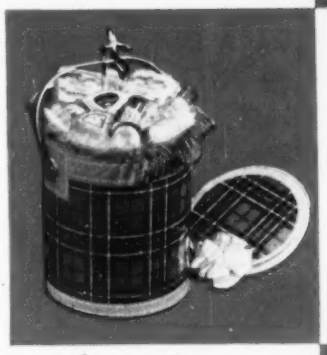
Miscellaneous: (including share in stock, bronze plaque, cigarette case, sun glasses—7,000 by one company—brass lamps, tulip bulbs, first aid kit, scissors, tree ornaments, holly,

"On Wisconsin"

HOLIDAY CHEESE BOX

8 Kinds of Guild Cheese

4.75 postpaid



This tempting package is the popular choice year after year as the ideal gift.

Give food for hospitality this Christmas—to employees, customers, prospects and friends.

In this colorful box are packed six natural and two special blends of natural cheeses . . . Brick, Cheddar, Shepherd Girl, LeRoi, MayBud, Mel-O-Pure, and two CheeSnaks —Aged Club and Smoky Roll.

Skotch Kooler

A handsome 4-gal. metal refrigerator container. Triple insulated with permaglass to keep food and bottled goods cold or hot for hours. Removable tray with cover fits in top to hold ice cubes, fruit, sandwiches, etc. The Kooler comes heaping full of 17 varieties of choice Guild Cheese.

$12.95 postpaid

Olde Milwaukee BEER STEINS

Four beautiful, 9-ounce steins, imported from Germany. Truly a collector's item! Each comes chuck full of a different Wisconsin Cheese—Cheddar, Bleu, Smoky and Spicy.

$8.95 postpaid

Thanksgiving Offer

Or you'll know first hand what Guild Cheese is like, we'll pack any of these, special for your Thanksgiving use or for gifts.

YOU SAVE—**by ordering 25 or more packages sent to one address. Tell us how many and we'll quote you.**

FREE BOOKLET—**16 pages of Guild Cheese Gifts . . . similar to the 3 listed here from $2.95 to $12.95 postpaid.**

Wisconsin Cheese Makers Guild

4515 W. Forest Home Ave., Milwaukee 15, Wis.

For more facts circle Readers' Service Card #130

pocket combs, lithograph plates, tobacco kit, clothes brush.)

Brands most mentioned: Arrow Safety, General Motors, *auto spotlights;* Wiss *manicure sets;* United States, Flight Master, Brown & Bigelow, *playing cards;* La Corona *cigars;* Airguide *thermometers;* Halvorson *Christmas trees;* Kendall *pocket knives;* Pyrene *fire extinguishers;* Montag, Eaton, *stationery;* Brown & Bigelow, Kemper-Thomas, *ash trays;* Corning Glass *tree ornaments;* Acme *scissors;* Zippo, Ronson, Evans, Parker, A.S.R., Ascot, Brown & Bigelow, *lighters;* Rolls *razors;* Blademaster *sharpeners;* Florists Telegraph Delivery service; Courtley *toiletries;* G.B.D., Kaywoodie, *pipes.*

Typical 1952 Gifts

The tables giving names and percentages of gifts given and received will, we believe, be helpful, but some subscribers may find "samples" more helpful than averages.

We dug down into the stack of nearly 1,000 returns from subscribers who presented gifts to customers, friends or employes last year and picked 50 consecutive returns. Perhaps they are not completely average but they are completely "random."

1. A paper company had a gift list of 850 and gave Swift candied hams, American Safety Razor lighter-letter openers, fruit baskets, cigars, whiskey, candy, Spalding golf balls and ladies' wallets. These were given to customers, and the average price was in the neighborhood of $8. In answer to the question, "Which of the business gifts you have used during the past five years made the biggest hit?" the subscriber mentioned Swift hams, Indian River fruit and American Safety Razor lighter-letter openers.

2. The sales manager of a company making custom-built machinery had a list of 300, to whom he gave magazine subscriptions preferred by customers, three-color Norma pencils, whiskey, wine and copies of the World Almanac. Half of the items were priced at between $2 and $5

For more facts circle Readers' Service Card #42

FAMOUS CHEESE GIFTS

Three generations of fine cheese making has placed our company in a position to offer delicious, natural cheese of exclusive flavor. All Gourmet favorites. Mellow Normandy and Saluete, Creamy Camembert and Brie, Pungent Roanne and Rouge de Noire, Sharp Cheddar, etc.—Beautifully packaged, shipped direct to you and your friends, delivery prepaid. All packs unconditionaly guaranteed.

THE FRENCH BOX--Ship. weight 5#--$4.50
THE PIE BASKET-- " " 10#--13.95
GOURMET ASSORTMENT-- " " 7#--10.50
(Shown above)

Send for Brochure—Illustrating many other gift assortments available only at

Behle Bros. Company
P. O. Box 52, JUNEAU, WISCONSIN

For more facts circle Readers' Service Card #10

For more facts circle Readers' Service Card #77

Choose
HYDE PARK Gifts
FOR YOUR MOST IMPORTANT CUSTOMERS AND FRIENDS
designed with qualities for perfect gift giving —
Utility, attractiveness — long lasting remembrance value.
METAL GIFTS THAT ARE REAL BEAUTIES IN BRONZE
Two Tone English Bronze Finish Personalized
COASTERS
Old English initial on each coaster. Exclusive drip-proof inner ring that keeps glass off the bottom of the coaster. Footed to prevent table scratches. Easily America's finest coaster-ashtray. Also available with Dog or Horse design in place of initialed center.
Style No. 100
3 1/8" Dia.
Two Tone English Bronze Finish Personalized
SILENT BUTLER
A new and different Silent Butler in the same rich two tone bronze finish as the coasters. Sturdily designed, the initialed center adds just the right touch of individuality. Here is the ideal companion piece to the personalized coasters. Also available with Floral, Dog or Horse design in place of initialed center.
Style No. 1400
6" Dia.

METAL SMOKING ACCESSORIES THAT WILL BE ENJOYED EVERY DAY

for years and years, with long lasting remembrance value

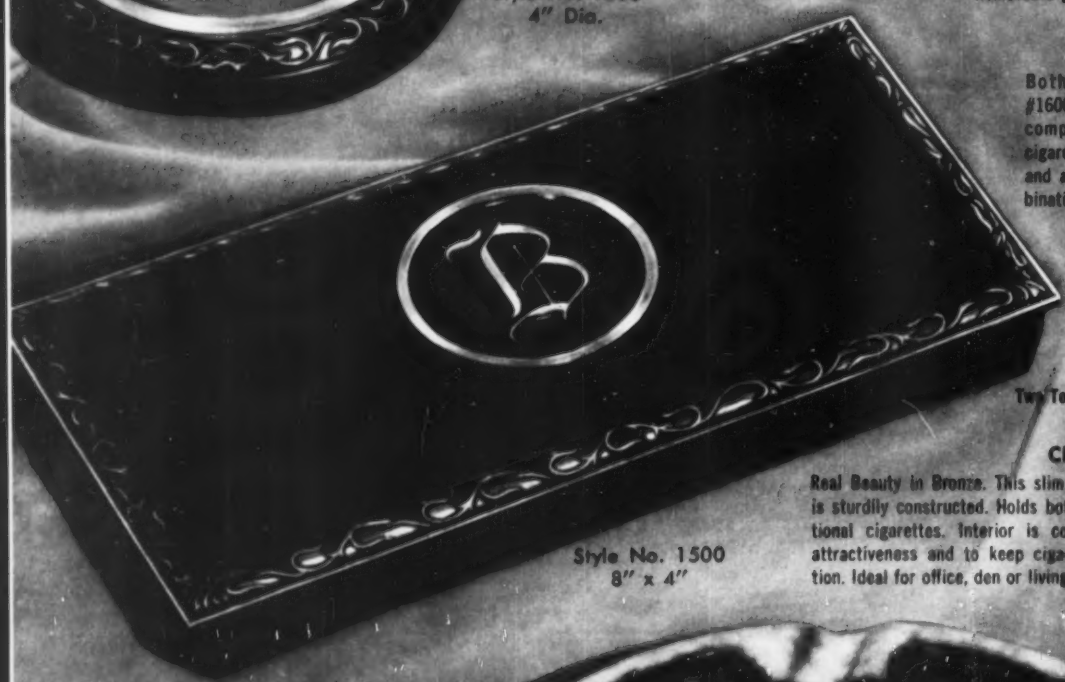
Style No. 1600
4" Dia.

Two Tone English Bronze Finish

ASHTRAYS

A pair of heavy weight metal ashtrays, handsomely designed. Removable glass inserts.

Both style #1800 and #1600 ashtrays make ideal companion pieces to the cigarette box style #1500 and are packed as a combination when requested.



Style No. 1500
8" x 4"

Two Tone English Bronze Finish
Personalized

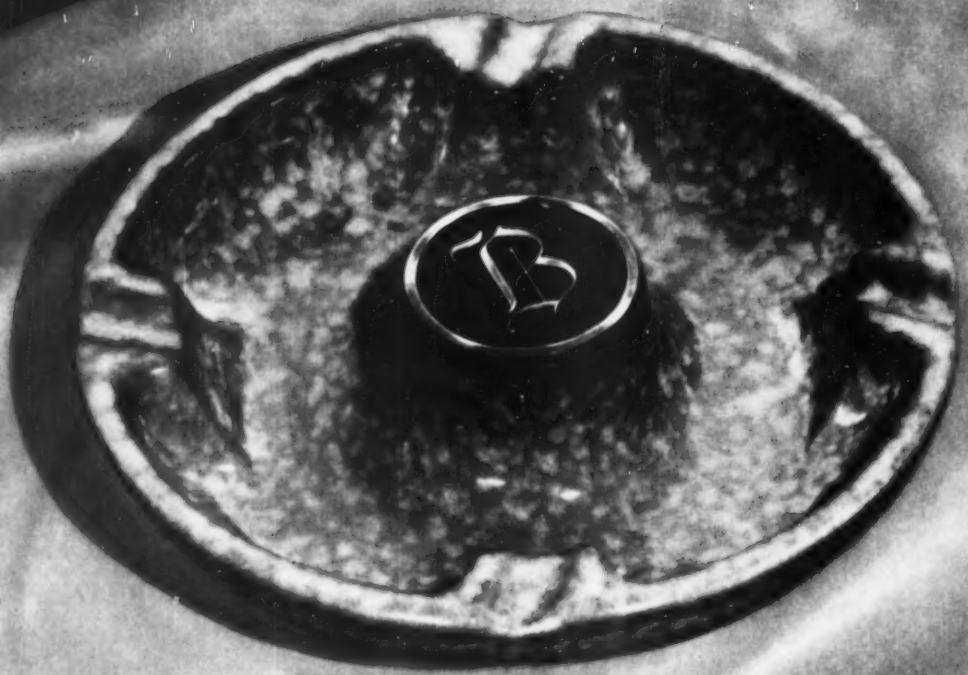
CIGARETTE BOX

Real Beauty in Bronze. This slim, graceful Cigarette Box is sturdily constructed. Holds both king-size and conventional cigarettes. Interior is completely cork-lined for attractiveness and to keep cigarettes in perfect condition. Ideal for office, den or living room.

CERAMIC ASHTRAY
with Two Tone Bronzed Initial Center

A Personalized handsome Ceramic MAN'S ASHTRAY with old English initial in bronze as a center piece. The striking combination of the bronze metal center piece and the ceramic tray makes this an ideal piece for all settings. It is most unusual.

Style No. 1900
8 ½" Dia.



All items with the exception of Style #1600 and #1800 are available with Floral, Dog or Horse design in place of initialed center.

Two Tone English Bronze Finish
ASHTRAY
A large capacity ashtray, oblong in shape, with crystal glass. A real man's delight and a gift to please any smoker. Style #1810 includes initial on glass.
Style No. 1800 4" x 7¼"
Two Tone English Bronze Finish Personalized
HUMIDOR
Just the thing for the pipe smoker's desk at home or in the office. Sturdily constructed to last a lifetime. Complete with egyptian clay moistener. Bright enamel interior for easy cleaning. Capacity ½ lb.
Style No. 1700 5⅜" Dia. 4½" Depth
UNITED STATES NAVIGATION CO. INC.
A.A.S.R.
B M
SPECIAL SEALS
for "HYDE PARK" Good-Will Builders
For a really effective remembrance, have your own seal reproduced on these fine metal gifts in place of the stock center. The amazingly fine details that can be obtained are shown above. The only extra charge is the cost of the die which, depending upon the intricacy of the special engraving, will not exceed $75. Quotation furnished upon request. Minimum order: 2000 coasters boxed 1-2-4-6-or 8 to the set, or an assortment of 250 Silent Butlers, Cigarette Boxes, Humidors and Ceramic Ashtrays.
Gifts illustrated with initialed center are also available with any of the three designs shown below. The floral design cannot be used on the Coasters.

Style #1201
Length 5½"
Width 3¼"
Height 4"
Two Tone English Brown Finish
PAPER HOLDER & LETTER OPENER
This novel desk accessory is both a graceful ornament and a useful holder for the many papers usually accumulated on a man's desk. Also makes an unusual gift for the home. Its striking design and sturdy construction make this product an outstanding value. This item can be engraved on an area 1" x ½" on the base between both uprights if order exceeds 250 pieces. QUOTATION FURNISHED ON REQUEST.
The PERFECT WAY to CARVING EASE
Now every man can equal the serving skill of the finest French chefs. The sturdy, stainless steel tines of each Carve-Rite hold the meat securely and make carving an easy chore. The delicate, beautifully shaped English Gadroon handles are triple-plated in gleaming Chrome (900/C & 901/C) and silver (900/S & 901/S). A set of Carve-Rites assures the host of perfect carving ease.
Style #900
with straight handle
Style #901
with ring handle
(9½" overall)
Price range from $3.50 to $8.95 • Write today for further detail
L.E. Mason Co.
Dept. ASD BOSTON 36, MASSACHUSETTS
Representatives in all leading cities

and half at between $5 and $10. He waited until November to make the selection.

3. An adding machine manufacturer has a Christmas turkey program for employes; beyond that, the branch managers select gifts and pay for them from branch funds—but with some direction from the home office. Last year they gave 1,000 Zippo lighters, 900 imported knives and miscellaneous gifts as selected by the managers. The subscriber reports that the most-welcomed gift given in the past five years was a combination of Zippo lighters with a Christmas booklet which cost the company 68 cents in lots of 3,500.

4. A maker of sheet metal products had a list of 200, to whom he gave assorted gifts, including sausage and cheese boxes, underarm leather zippered cases and magazine subscription.

5. A maker of sanitary products had a list of 1,000, with the following selection of items averaging about $8: fruit baskets; cheese assortments; aluminum ware; beverage glasses; coffee makers. Selection was made in October.

6. A paint manufacturer with a list of 1,000 gave 630 items priced at less than $2, 25 at $2 to $5, 50 at $5 to $10, and 300 at over $10—the selection being calendar pads, crates of fruit, cheese packages, neckties and other miscellaneous food packages.

7. A heating controls manufacturer had a list of 600, and all of the items given cost in excess of $10. They included electric clocks, luggage and salad servers.

8. A company that does aerial mapping had a list of 300 at an average cost of $5 per item. Selections were stadium blanket with plastic case, pocket secretary and pencil, letter opener and desk set.

9. An oil refiner and distributor had a list of 7,000 to whom he

Solid Copper

CHAFING DISH

No. 6000

Solid copper body with fuel chamber supports and fittings. Black lacquered wood handles and knob with pewter lined food container. Hand polished to mirror finish. Lacquered for anti-tarnish. Outside dimensions excluding handle 10½" high. 12" diameter. Capacity of food container 3 pts.

Retail Price **$30.00** Each

Manufacturer:

ARMOR BRONZE & SILVER CO.

Taunton, Massachusetts

For more facts circle Readers' Service Card #2

aged country *cheese* you can't buy in stores

3 Suggestions for Your Christmas Gift Lists

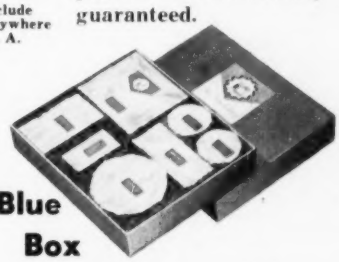
The finest cheese in all the world . . . right from America's Little Switzerland. All choice center cuts, beautifully packaged and gift wrapped—mailed direct to your gift list. **Each pack is unconditionally guaranteed.**

Prices include shipping anywhere in U. S. A.

Red Box

June-cured, nut-sweet Swiss, old-fashioned, shelf-cured Brick, Aged American, richly-mild Port Salut, and a gay red Gouda.

Pack 4-I **Red Box** 4 lbs. **5.65** Pack 5-I **Large Red Box** 5½ lbs. **7.65**

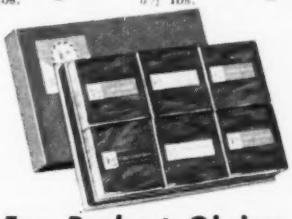


Blue Box

Pack designed by Raymond Loewy Associates includes three dessert cheeses: creamy Camembert, Glarus and Rexoli, plus nut-sweet Swiss, old-fashioned Brick, and richly-mild Port Salut.

Pack 3-I **Alps Blue Box** 3½ lbs. **5.75** Pack 2-I **Alps Blue Box** 5 lbs. **7.95**

Pack 1-I **Alps Blue Box and Tray**—Pack 3-I tied with gold ribbons to lovely 14" hardwood tray. **9.95**



For Budget Giving

Pack 7-I PARTY PACK—Nut-sweet Swiss, Sharp Aged Cheddar, shelf-cured Brick, rich Port Salut, Aged American and Blue Cheese. 2 lbs. net—Gift Boxed. **3.55**

Pack 8-I JUNIOR PARTY PACK—Swiss, Brick, Blue Cheese, and Sharp Cheddar Club. 22 oz. Gift Boxed (no substitutes). **2.55**

Write for new FREE Booklet in Full Color, "Gifts of Perfect Taste"

The Swiss Colony

20 CHEESE ROW • MONROE, WIS.

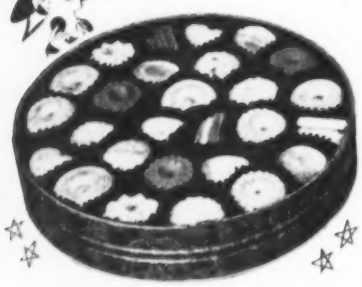
The World's Finest Natural Cheeses

For more facts circle Readers' Service Card #121

a delicious new Bachman SINCE 1894 Christmas gift

Pennsylvania Dutch ASSORTED Cookies

exclusively baked from Old country Recipes



You're sure to please your business friends . . . and their families with this distinctive gift from the heart of the Pennsylvania Dutch Country.

No one has tasted cookies like these since the early days of the Pennsylvania Dutch. And now, for the first time, we make them available with the same lingering, lip-smacking taste. Cookies baked to perfection with wholesome old-world goodness.

Approximately 2 lbs. of cookies in an attractive tin with re-use value.

The lid is specially designed for use as a Serving Tray or Wall Plaque and contains a colorful Pennsylvania Dutch scene.

The assortment includes:

Jelly Stars
Cocoanut Crispies
Vanilla Drops
Chocolate Drops
Ice Box Cookies
Maple Short Bread
Lemon Bar
Chocolate Bar
Cocoanut Ring
Chocolate Chip

Gift Card Free!

We enclose a gift card with your name or your company name.

Mail your order today!

$3.95 each

Prices include postage anywhere in United States or to Servicemen overseas.

BACHMAN BAKERIES INC.
2515 KUTZTOWN ROAD, READING, PA.

Please send the following @ $3.95 ea. $..... total

Cookies to be delivered by ..... (date)

List of names and addresses attached ☐

Sign Gift Card .....

My name .....

Address .....

City ..... State .....

ENCLOSED IS CHECK ☐ M.O. ☐ BILL FIRM ☐

For more facts circle Readers' Service Card #7

gave items in the $2-$5 price range, including mixed nuts, smoked meat products and sun glasses.

10. An Ohio manufacturer gave 500 gifts presented in the name of the salesman; they included food, liquor, household appliances and cigars. Selections were not made until November.

11. A manufacturer of abrasive grinding wheels had a modest list—135 customers—to whom he gave Sunbeam egg cookers, Little Butch and Klever Kleever pocket knives and lighters.

12. The vice-president of sales of an electrical company gave 1,000 subscriptions to magazines in the territory covered by his own salesmen, and used 10 cases of liquor for manufacturer agents in other territories.

13. A maker of household construction equipment had a list of 2,000. To half of them he gave items up to $2, with the balance

Memo from Santa Claus - give

FRESH, SUNSHINE-RIPE

FLORIDA FRUIT

GIFT HIT! Decorative handwoven Mexican basket (re-usable) brimming full of top quality oranges, grapefruit, tangerines, shelled pecans, handmade Coconut Candy Half Dips and marmalades. A luxurious gift at a budget price.

Shipped in corrugated box for extra protection

½ BUSHEL $6.95

Express Prepaid*

FULL BUSHEL $12.00

SUNSHINE PACK—beautifully packed, choice quality fruit; all oranges, all grapefruit or mixed. Please specify.

FULL BUSHEL (Approx. 55 lbs.) $6.00

HALF BUSHEL $4.25

FULL BOX $9.25

HALF BOX $5.00

Express Prepaid*

GLAMOUR GIFTS—Select quality oranges, grapefruit, tangerines, shelled pecans, hand-made Coconut Candy Half Dips and marmalades—artistically decorated with silvery Spanish moss and green leaved kumquats.

GLAMOUR GIFT BUSHEL $8.95
GLAMOUR HALF BUSHEL $5.25

Same fruit pack but without candy and marmalades—Bushel $7.95, Half Bushel $4.75.

PINK or RED GRAPEFRUIT or NAVEL ORANGES may be specified in any of the above packs. Add $1.25 to Full Box, Add $1.00 to Bushel and Half Box prices—50c to Half Bushel price.

Carton of Pink or Red Grapefruit (¼ bu.) $3.50

Commercial Discounts on all quantity orders.

The BARFIELD GROVES

Dept. S-2 Polk City, Florida

* Express prepaid East of Miss. River, La., Ark., Mo. Midwest and Wisc., Upper Mich., Iowa, Kansas, Minn. and Neb., add 10%. Far West 20%. No shipments to Calif. or Ariz.

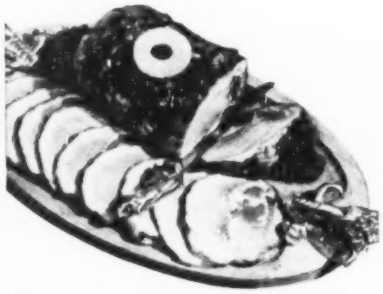
For more facts circle Readers' Service Card #8

FACTS A SALES EXECUTIVE BUYING CHRISTMAS GIFTS CAN APPRECIATE

Our little country meat market has increased its mail-order business by 50% over each preceding year since 1945. Nobody knows better than a sales executive that it takes a good product to make a record like that.

People who receive our delicious hickory smoked meats as gifts become customers themselves. They give to **their** friends and customers. So you can see why our business keeps growing fast. And all because our product is really superior . . . in quality, and in those extras like crisp parchment wrapping, smart gift card, and fast shipment.

Paul and Willie Franzenburg brought their curing and smoking secrets from Schleswig, Germany, over 50 years ago. They still personally supervise the preparation of these magnificent hickory smoked meats . . . hams, regular and boneless; bacon; and other delicacies. Pictured is our boneless baked ham. A sparkling creation with genuine old-world flavor. Your customers will never forget its superb flavor and striking appearance, or you for giving it.



Take this step toward solving your Christmas gift problems, today. Send the coupon below for quotations on quantity lots of delicious Franzenburg hickory smoked meats. Don't delay. Our old-world methods limit the volume of our output.

REQUEST FOR QUOTATIONS

Franzenburg's "Wolf Creek" Hickory Smokehouse
Conrad, Iowa

Please send me price quotations on ..... Quantity
☐ Hams, Regular
☐ Hams, Boneless
☐ Slab Bacon

☐ Send literature on complete line.

Name .....

Address .....

City ..... State .....

Satisfaction guaranteed on all purchases, or your money refunded.

For more facts circle Readers' Service Card #50

spread evenly between $2 to $5 items, and $5 to $10 items. The selections were pencil and pen sets, Zippo lighters, liquor and tinned hams. The Zippo lighter was a new and much appreciated item on his list but liquor, he says, is always acceptable.

14. A paper box manufacturer with a list of about 250 gave Arrow safety auto spotlights, chrome ice buckets and subscriptions to Fruit-of-the-Month club.

15. A manufacturer of air coolers simplified his gift giving by sending six tons of Diamond brand walnuts (in 10 lb. sacks) to a list of 1,200.

16. A manufacturer of a hardware item gave 2,500 sets of playing cards to dealers and distributors, and money to employes. In answer to the question, "Which of the business gifts you've used during the past five years made the biggest hit?" he said, "Money to employes."

17. A maker of road machinery gave two and one-half tons of cheese

Sak's WISCONSIN CHEESE

the tastiest gift treat of all, for Christmas!

Your business and social friends will long remember this wonderful treat . . . Wisconsin Natural Cheese from Sak's! It's select, well-aged, and beautifully gift packaged . . . the gift that will make friends and keep friends for you.

• Showcase of Wisconsin Cheese

Seven tasty, tangy varieties of wonderful Wisconsin aged natural cheese in a beautiful Holiday Gift Box. Generous cuts of Swiss, Brick, Gouda, Roanne, Bleu, Smoky and Cheddar, aged to perfection. Shipping weight approximately 4 lbs. **$4.55** Postpaid

• Luxury Pack

A gracious gift of eight choice varieties of natural Wisconsin cheese. Well aged Swiss, Brick, Bleu, Smoky, Gouda, Romano, Cheddar and Le Roi . . . each a delicious taste treat for lovers of fine cheese. Beautifully gift boxed. Shipping weight approximately 6 lbs. **$6.75** Postpaid

• Snack Pack

Five generous pieces of choice Wisconsin Natural Cheese: Bleu, Cheddar, Roanne and Smoky packed in an attractive red metal box with transparent cover. Shipping weight approximately 2½ lbs. **$3.15** Postpaid

WRITE FOR FOLDER

NOT SOLD IN STORES!

SAK'S CHEESE HOUSE

MIDDLETON 2, WIS.

Reference: Bank of Middleton

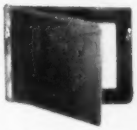
For more facts circle Readers' Service Card #106

EXCLUSIVE GIFTS

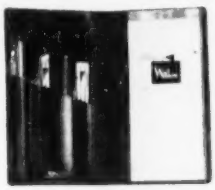
from $1.00 to $100.00

AMERICA'S SMARTEST — for men and women — superbly tailored in the world's finest leathers. Choose — from our illustrated catalog — the perfect gifts for your Christmas list.

WILSON'S patented SER-VUE. Finger tip pull on tab and 3 denominations of bills face you for easy selection. Push back and it folds sleek and compact. One piece construction. In wide range of leathers. $3.50 up.



The new, popular leather case for folding money. The smart BILL SLIDE features WILSON'S exclusive bill clip. $1.00 up.



The distinctive PRESIDENT, a handsome pocket secretary, slim and trim, with CROSS pencil, memo pad, gold-filled comb and file. $12.50 up.

write for catalog and price list

Superbly Tailored by

Wilson Since 1919

AMERICA'S SMARTEST PERSONAL LEATHER GOODS

WILSON MANUFACTURING COMPANY
77 No. Washington St., Boston 14, Mass.

For more facts circle Readers' Service Card #136

Bluhill's "Crocks O' Cheese" . . . 3 handsome individual ovenware Bean Pots full of famous Bluhill Cheese. Rich red wax covering. An "expensive-looking" gift . . . in a shiny red box with a sprig of Blue Spruce. Bound to be voted "most popular" under the Christmas tree, on the Festive Board. $3.95 del. anywhere.

Solve your Gift Problems with a 3¢ Stamp!

✓ Clients ✓ Employees
✓ Business associates

And their families will all thank you from the "bottom of their hearts," in other words, their happy, happy "tummies" for

Gifts from Bluhill

Wondrous assortments of world-famous Bluhill aged natural cheeses . . . candies . . . preserves . . . packed in fabulous containers like salad bowls, ice buckets, distinctive trays and hampers . . . imaginative, original, *handsome* gifts for *any* type of recipient, including kids (and don't overlook *them* as a good will builder) . . . to fit any budget, from $1.50 to $25.00 each. Custom-packed gifts to any amount!

Just fill in the coupon. We do the rest, shipping charges included.

BLUHILL FOODS, INC.
711 So. Broadway,
Denver, Colo.

☐ Send me _____ "Crock O' Cheese" Packs at $3.95 EA. postpaid.
☐ Send them to attached list of names and addresses.
☐ Send me complete catalog and price list.
☐ Check for $_____ enclosed. ☐ Bill me for $_____
☐ Gift cards enclosed. ☐ Send gift card.

Name _____
Company _____
Address _____

For more facts circle Readers' Service Card #14

For the WRITE line to
GOOD WILL!

INSIST ON
The Original and Genuine
PRESDON
VU-RITER

Patented, Triangular Shape Fits the Natural Curve of the Hand.

Ferber PEN CORP.
ENGLEWOOD, N. J.

For more facts circle Readers' Service Card #47

last year to dealers and distributors and cheese, he says, made the biggest hit of all the gifts used by the company.

18. Tops in number of items given seems to go to a chemical company which last year gave 12,000 sets of a set of six "Long John" plastic tumblers.

19. A manufacturer of electronic equipment set a maximum of $20 per customer, and gave subscriptions to Fruit-of-the-Month and various brands of liquor.

20. The president of an Indiana manufacturing company had a list of 500 to whom he presented cigars, cigarettes, whiskey, fruit, pipes, furniture, cameras and movie outfits. He reports that the gifts which made the biggest hit were Bell & Howell movie cameras and projectors, Emerson and Stromberg-Carlson television sets but "this type of gift only to a few large accounts."

21. A metal manufacturer says that Du Mont television sets made the biggest hit; in 1952, to a list of 1,000, he gave Henry & Miller ice buckets, liquor, desk sets.

22. The vice-president and the divisional sales managers of a New York corporation agreed on 400 Skotch Koolers.

23. The vice-president of a company manufacturing aircraft parts says he really enjoys giving Christmas gifts. Last year to a list of 100 he sent books, clocks, tobacco kits and radios, and over the years the item which made the biggest hit was a Jefferson clock with an open plastic face "without works showing."

24. A maker of automotive parts had a special list of 30 for whom he bought individual gifts "most suitable and appropriate," and to the balance the boxes of a dozen golf balls imprinted with the company name.

25. A Pennsylvania steel products company with a list of 200 gave Herbrand hand tools, electric razors, and Buxton keytainers. The hand tools, he reports, made the biggest hit of anything the company ever gave.

Give a Lifetime of Fun

33 BUSHNELL MODELS $9.95 and up

The Gift EVERY MAN WANTS

A Few Features:
- Achromatic, Color Corrected Optics
- Newest Featherlight Construction
- Shur Grip Design
- Lifetime Service & Repair Plan
- Triple Tested by U.S. Optical Laboratory, Inc.

Give new pleasure, knowledge...a million thrills! A gift that is always remembered!

Attractive Quantity Discounts

ALL 3 FREE!

Write Today For:
1. "How to Select Binoculars" 14 page book
2. Gift Catalog illustrates Models 3X to 16X
3. Binocular Rating Chart

CLIP & MAIL TODAY!

BUSHNELL BINOCULARS — Dept. 647 Bushnell Building, Pasadena 1, California
Rush full information and prices
FIRM
ADDRESS
CITY — STATE
BY — TITLE

For more facts circle Readers' Service Card #22

Say Merry Christmas THE CHEESE BOX WAY

THE LETTER TRAY

a practical gift in a practical letter tray, wooden frame with leatherette covering.

No. 27 delivered in U.S.A. $11.50

DELIVERIES GUARANTEED

THE New Look BOX

3½ lbs. of 10 varieties of Wisconsin's Finest NATURAL CHEESE
Packed in Wooden Cheese Box
POSTPAID IN U.S.A. $5.95

BOXES DESIGNED AND PACKED BY
THE CHEESE BOX
BOX 527, LAKE GENEVA, WISCONSIN

SEND FOR BROCHURE OF COMPLETE LINE
Other Excellent Selections $2.50 up

For more facts circle Readers' Service Card #33

The Land of the Christmas Tree

offers the most acceptable, moderate priced Christmas gift an executive or company can send to a customer list.

This select, table-size Christmas Tree, complete with ornaments, beautifully packaged by Roy Halvorson, Christmas Tree King of America, brings to your friends the very essence of the Yuletide Spirit.

All you do is send your list . . . we do the rest. Both your customers and their families will be happier than you have ever made them before.

Parcel Post Prepaid
$5.85 each
To Any Point In U.S.A.
(O. A.P.O. Address)
price subject to change without notice

Reply to:
ALVIN H. BERG, *Representative*
Box 24, Edina Branch, Minneapolis 10, Minnesota

For more facts circle Readers' Service Card #165

26. A menswear manufacturer—not in the hat business—gave several hundred gift certificates for Lee and Disney hats, and says they made the biggest hit ever.

27. A manufacturer in the industrial field with a list of 1,440 gave Zippo cigarette lighters, Brown & Bigelow pocket secretaries and wallets, food packages, turkeys, roller-rule pencils and screwdriver sets.

28. Five hundred lucky ones received Jefferson magic clocks, Bar-B-Q chef sets and screwdriver kits from a Wisconsin machine tools manufacturer.

29. A Pennsylvania maker of construction materials, with a list of 3,250, gave 750 pocket secretaries, 200 Pak-A-Robes, 750 flashlights, 750 glassware sets and 750 key cases.

30. A printing company made October selections as follows: 50 Norwood turkeys, 85 Rath hams and 200 bottles of Scotch and bourbon.

31. A company in the plastics field split 250 gifts among orange juicers, poultry shears and flashlights.

32. A maker of steel pipes gave 800 pocket combs, 100 scissor desk sets and 50 ice buckets.

33. A well-known maker of materials-handling equipment made up his list of 2,500 gifts from ash-trays, lighters, pocket secretaries, lucite trays, Skotch Koolers and pen-pencil desk sets.

34. A California company gave barometers, silent butlers, billfolds, Zippo lighters, steel tapes, telephone indexes and pencils to 2,500 customers.

35. A refrigerator company simplified its giving by sending 1,000 Paper-Mate pens with company imprint to dealers and distributors, plus 250 $10-$12 hams to a selected list of 250.

36. A maker of stationery, with a list of 6,000, used its own product and bags of pecans.

For more facts circle Readers' Service Card #47

QUIZ . . .

what

BUSINESS GIFT

is enjoyed by the

WHOLE FAMILY

YOU know the answer

WE 'HAVE IT'

Food Delicacy Gifts-
-Baskets - Hampers

Within your budget—Shipped anywhere

WRITE FOR FULL INFORMATION WITHOUT OBLIGATION

F. P. Garrettson Co.

BALDWIN, NEW YORK

Serving America's Leading Businesses

For more facts circle Readers' Service Card #51

BUSINESS GIFTS
THAT WIN FRIENDS!

FEE AND STEMWEDEL, INC.
2210 WABANSIA AVE., CHICAGO 47, ILL.

For more facts circle Readers' Service Card #46

Perfect Gift for Every Executive

Custom Fancy Smoked TURKEYS

Give a gift of distinction—one that will truly flatter the recipient. Premium quality birds (U. S. Grade A table-ready), carefully dressed, then smoked with a rare, delicious flavor, are gifts of thoughtfulness for every holiday.

Each plump, broad-breasted turkey (goose or capon) is slowly processed under exacting controls to insure juicy perfection of flavor. No cooking necessary. Each bird shipped in re-usable polyethylene bag, dry-iced to insure arrival in frozen condition.

Attractively gift-wrapped, gift card enclosed. Shipped prepaid anywhere in the U. S. Send us your gift list, we will ship direct. Arrival in perfect condition guaranteed anywhere within Railway Express delivery limits.

CUSTOM FOOD PRODUCTS, INC.
701 N. WESTERN AVE., CHICAGO 12, ILL.

We will need:

____ Smoked whole turkeys of ____ lbs. ea., av. wt. 9-15 lbs. Price $1.75 lb.
____ Smoked whole geese of ____ lbs. ea., av. wt. 6-7 lbs. Price $1.85 lb.
____ Smoked whole capons of ____ lbs. ea., av. wt. 5-6 lbs. Price $1.75 lb.

Your Name ____
Name of Firm ____
Address ____
City ____ Zone ____ State ____

For more facts circle Readers' Service Card #32

AMERICA'S MOST USEFUL PENCIL

FOR BUSINESS GIFTS

norma®

MULTIKOLOR PENCIL

The Present with a Colorful Future....

- Year after year—the preferred business gift of many leading firms . . .
- Precision-engineered, jewelry-crafted, fully guaranteed . . .
- Nationally advertised . . . Appropriately boxed . . .
- 4-color Models retail for $5.00*, 3 color models $4.50*

*Fed. Tax Incl.

Send for Quantity Prices

You can rely on Norma to deliver what you want — right on time . . . Send coupon for quantity price list of Norma Pencils neatly engraved with company or individual names.

Norma Pencil Corp.
137 West 14th St.
New York City

Please send us your quantity Price List of Normal Pencils.

FIRM .....

ADDRESS .....

INDIVIDUAL .....

For more facts circle Readers' Service Card #144

37. To a list of 800, a maker of automotive parts gave Duo-Fast pocket staplers, Aladdin carafes and Autopoint pencils.

38. A manufacturer agent, with a small list—only 35—gave Dormeyer blenders.

39. An Ohio manufacturer of construction materials gave 2,000 boxes of Stover's candy, 200 Wolferman's fruit cakes and 50 "Old Mizzou" hams.

40. A maker of screw machines with a list of 150 gave cocktail shakers, candies and canned hams, and reports that canned ham made the biggest hit.

41. A manufacturer of canned foods sent 250 top customers a much-appreciated Skotch Kooler.

42. An oil marketing company, with a list of slightly over 200, gave Dartnell diaries, Zippo lighters, specially designed ash trays, candy and tobacco.

43. The sales manager of a steel casting company likewise had a small list, totaling less than 100, to whom he gave table lighters, clothes brushes and travelers' clocks.

44. A glass company gave 800 Zippo cigarette lighters.

45. A California company gave 300 woolen blankets.

46. An industrial company gave fruit, fruit cakes, cigars, candy, lighters, pencils, steel tapes, whiskey to 250 customers and distributors, and presented turkeys to 750 employes.

47. A tile manufacturer gave 90 all-wool Pak-A-Robe stadium blankets in carrying cases.

48. A maker of capital equipment gave lighters and atlases to 2,000 customers and dealers.

49. A construction equipment manufacturer with a list of 450 gave Zippo lighters, carving sets, fountain pen and pencil sets, briefcases and "many others."

50. A New York manufacturer divided his list of 600 among Penn fruit baskets, Airguide thermometers-barometers, hygrometers, liquor, Kendall pocket knives, leather cigarette boxes, cigarettes, cigars and pencils.

Gift-Givers Report Gratifying Response

From a study of the returned questionnaires, SM would judge that relatively few companies knock themselves out trying to find out what people think of the gifts sent them, but a few respondents mentioned the percentage of respondents.

For example, a gas manufacturer at Christmastime gave 800 thermos picnic sets and the sales manager adds, "We also send out about 800 birthday gifts each year. For the past few years it has been a set of three initialed handkerchiefs, and we have had nearly a 100% response."

A paper company for the past 12 years has used the Nascon Week-at-a-Glance books for top executives at each company, as well as for the buyer. "The book has proved very successful as the people who received it look forward to receiving it every year. In fact the year before last, we were late in getting these mailed out and we received a great many letters from people who had been receiving them in the past, wanting to know if they were going to continue to get them as they looked forward to receiving them every year."

Peanuts for Everybody

One of the largest manufacturers of farm equipment now sends out 3-pound cans of salted peanuts and remarks, "Until five years ago we gave gadgets without response. Since that time we have given peanuts, as mentioned above, and have averaged 98 to 99% personal thank-you letters each year. We enclose our Christmas card in each can. We feel that if we can get some item into the home, the entire family will remember us from year to year. In fact we have had recipients tell us that their children began asking early in the holiday season whether the peanuts had been received yet."

Another paper manufacturer has a list of 600 and keeps a detailed record of "thank-you's." He makes the point that these gifts are given to customers, predicated on good relations during the previous year—*not* according to what they bought.

A maker of gas appliances sends $5 to $10 gifts to a list of about 200 and will continue to do so regardless of taxes and his competitors. "Well-chosen holiday gifts initiate and preserve good will and pleasant relationships, the net worth of which is immeasurable in dollars and cents."

Business Gifts

that mean Business!

by CROSS

Handsome in every detail, these slender, perfectly balanced writing instruments are America's finest. A truly distinctive gift that will be used and appreciated for a lifetime.

Personalize them with names, initial, or your firm name.

Illustrated: The Cross Century — gold filled — $6.00; Sterling Silver — $5.00. Also available in solid 14-Karat Gold — $50.00, and the Cross Companion Set — gold filled Century, gold filled pocket knife, handsomely gift boxed — $12.00. At fine stores everywhere, or write for the name of your nearest dealer.

Prices include Federal Tax
Sold with a mechanical lifetime guarantee

A. T. CROSS Pencil Company

53 WARREN STREET, PROVIDENCE 7, R. I.

For more facts circle Readers' Service Card #31

Exclusive . . .

yet NOT expensive!

In the "SAFARI" Leather Line you will find a complete assortment of Exclusive gifts to fit every advertising budget.

The 1953 "SAFARI" Line includes over eighty distinctively styled Leather Gifts. Now, as in the past, Leather items have top ranking as business gifts.

Write for 1953 Catalog on your letterhead.

WRIGHT LEATHER SPECIALTY CO.
Saint Louis 17, Mo.

For more facts circle Readers' Service Card #135

THE NEWEST AND *"hottest"* GIFT IDEA OF THE YEAR!

SPILL-STOP CHROME DOME AND GOLD DOME POURERS

. . . make perfect business gifts in themselves . . . and included with gifts of liquor they add that final touch of sparkling good-will. Triple plated in either chrome or gold with beautiful liquor identifying imprints in Old English letters. Any combination of 6 imprints.

. . . provide easier, neater, and wasteless pouring, add smartness to home or office entertaining.

. . . deluxe packaged in gold or silver colored boxes with black velour trays in units of one, two, three or six pourers.

WRITE FOR DETAILS AND NAME OF NEAREST ADVERTISING SPECIALTY JOBBER.

SPILL STOP MFG CO 2152 N WOLCOTT CHICAGO 14 ILL

For more facts circle Readers' Service Card #117

If You Are Sending Out Gifts, Here Are Some Helpful Suggestions

1. Ask yourself *why* the gift program, and what you expect to accomplish with the gifts. A thank you for past orders and favors? A reminder for the future? Honest answers to these questions will help you to build the lists and select the items.

2. Size up your list and try to answer this question: Which is more important to the majority—the mere thought of being remembered, or the receipt of a gift which has important material value? Perhaps the answer will lead to a gift or gifts in one price category, or perhaps it will call for splitting up the list into groups. Some of the companies reporting in the SALES MANAGEMENT survey have groupings such as 1,000 gifts up to $2; 500 at $2-5; 100 at $5-10; 50 gifts over $10.

3. Figure out a way of associating your name with the gift, but don't over-do it. If the company name or trademark has a logical reason for being on the gift itself, well and good—but keep it subdued. You spoil the whole thought of Christmas by over-commercialization—but on the other hand don't forget that the recipient is getting many other gifts at the same time and loose cards may be misplaced. You want him to know you sent it; *he* wants to thank you. There's a middle way. Find it.

4. A large number of the companies reporting success with their gift programs ask for advice and recommendations from their salesmen. The latter know more intimate details about their customers than the boss knows. Jones wouldn't want a desk lighter because he has one;

GIVE THE GIFT THAT . . .

Reflects Good Taste

DUO-FAST pocket stapler
Just Pen Size

DIGNIFIED • USEFUL • MODERATELY PRICED

When considering your gifts for your business friends, you surely will want to consider this beautiful pen-size stapler.

It wins friends for itself and it will win friends for you. Retail Price $2.95.

Write for quantity prices which includes imprinting and gift box.

DUO-FAST SPECIALTY COMPANY *860 Fletcher St., Chicago 14*

For more facts circle Readers' Service Card #150

there'd be no point in sending a present for *Mrs.* Brown because the Brown's were divorced last week—but Jones would appreciate golf balls and Brown likes liquor.

5. Don't forget the private secretaries in either of two ways. A remembrance to them will be appreciated and may pay dividends. They can also give you good advice on what their employer now has or might like.

6. If a man has a family, you can't go wrong in sending something the whole family can enjoy.

7. Take the time to do a careful check-job on your list: names; initials; "Mr.," "Miss," or "Mrs." if your list is made up of both men and women. There isn't much flattery in receiving a gift if Miss Pauline Watkins gets something designed for a man and is addressed sloppily as "P. Wilkins."

8. Do your shopping early enough so that you will have ample time for wrapping and mailing to insure arrival before the holidays. A gift which arrives late is always an anticlimax. And spend a little extra on gay wrappings if the present is wrappable.

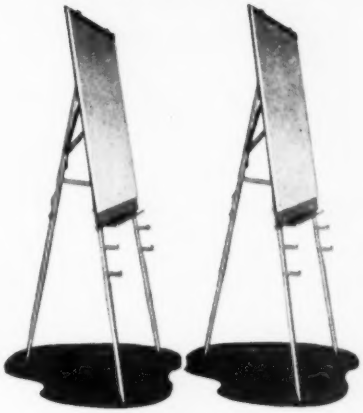
9. If you give something you can't deliver—such as a contribution to CARE—give careful thought to the wording of the letter that goes to the person in whose name the contribution is made.

10. Whatever you choose for a gift, make this your rule: Buy the best quality available of a lower-price product rather than a poor quality of a higher-price product. Better, for example, to give a handsome billfold than a cheap traveling case.

11. Remember that overly expensive or overly elaborate gifts often embarrass the recipients and thus defeat their own purpose.

12. If in doubt about what to give, stick to non-perishable foods, candy, smokes, liquor, flowers or charity funds. These are generally "safe" gifts; they please most recipients.

The Christmas Gift Extraordinary



The truly famous ALL PURPOSE PORTABLE, ALL ALUMINUM, EASEL.

Here is the practical gift to be remembered for life; a welcome and useful addition to every executive's office.

A mammoth hand painted personalized Christmas card 27" x 35" *(not over 10 words including name)* will be attached to the easel at no extra charge on all gift orders received prior to December 10th.

Send your orders with instruction for message and shipping to:—

ORAVISUAL CO., Inc. 68 Jackson St. Stamford, Conn.

Write us for descriptive literature.

For more facts circle Readers' Service Card #91

A gift they'll appreciate . . . .

APPLEWOOD-SMOKED UTAH TURKEY

. . . also excellent for holiday festivities and entertainment.

A delicacy of the Wasatch Mountains in the Rockies, our Utah smoked turkey is DELICIOUS! We smoke our plump young turkey hens slowly over fragrant applewood embers . . . wrap them in heavy silver foil to hold the tempting flavor.

Ready to serve at only $1.75 a pound . . . weights 8-10-12 lbs. and variations between. We ship nearest possible weight.

Mail us your gift list now with check or money order. Specify weights desired. Shipped prepaid, anywhere in U.S. Guaranteed to arrive in perfect condition.

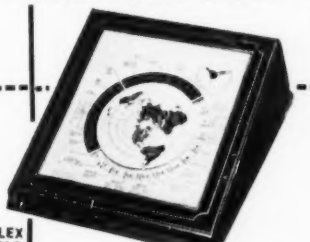
BANELLIS OF UTAH

Canyon Road
Crossroads of the West
Logan, Utah

For more facts circle Readers' Service Card #168

The top-flight gift for very important people . . .

KALEX WORLD CLOCK



KALEX WORLD CLOCK DESK MODEL

Measures 8½" wide, 10" deep, 4" high in rear and 1" in front. Selected top grain leather case in choice of Bordeaux Red, Teal Green or Chestnut Brown. Movement guaranteed for one year from date of purchase.

$147.00 Federal tax included

When you want to give the unusual with the ultimate in prestige, you'll be proud to give the luxurious and distinctive KALEX World Clock.

Ideal for those very special people whose personal, business or professional interests extend beyond their immediate locale. The easy-to-read KALEX dial tells not only local time, but *time in 83 countries all over the world!*

The KALEX WORLD CLOCK is enjoyed and treasured by those who deserve only the finest. Combining good taste and beauty, it is a source of lasting satisfaction to both donor and receiver.

Also available: The Kalex World Clock, Upright Model at $294.00 in leather case and Wall Model in walnut wood case at $97.50, both Federal tax included.

VILLAGE GREEN SALES COMPANY
P.O. BOX 567 • WESTFIELD, NEW JERSEY

For more facts circle Readers' Service Card #128

A Gift that Lasts for Years and Is Economical To Give!

MAJESTIC STAINLESS FLATWARE

Majestic Stainless Flatware is economical to give in either small or large quantities. There are many beautiful patterns from which to choose. All patterns have the beauty of sterling, yet wear longer than silverplate. Services for four, six, eight and twelve persons are available in colorful gift boxes.

Write Today for Complete Information

The Stainless Flatware with That Sterling Look!

MAJESTIC SILVER CO.
MANUFACTURERS OF
STAINLESS STEEL FLATWARE
NEW HAVEN, CONNECTICUT

For more facts circle Readers' Service Card #72

SEND YOUR CHRISTMAS GIFT FROM FRANCE

4 EXQUISITE CRYSTAL BRANDY SNIFTERS at only $1.15 per set

Through special arrangements by the makers of famous Hennessy Cognac Brandy, a limited supply of these crystal brandy snifters awaits you in France. Here is all you have to do to send your customers and friends an unusual gift direct from France.

1. Fill out the coupon below with *your own* name and address.
2. Attach a list of the names and addresses to whom you want glasses sent. (Duty restrictions prevent our sending all sets to you.)
3. Attach check or money order at $1.15 per set made out to HENNESSY and mail by *Oct. 15th.*

This is how your order will be handled:

1. From New York, a gift card will be sent in your name to each recipient.
2. From Cognac, France, glasses will be sent to arrive for Christmas.

P.S. A bottle of Hennessy makes an ideal gift *for the top names* on your list. Consult your local package store about Hennessy Cognacs in a wide range of prices—all attractively gift packaged.

★ ★ ★

HENNESSY

The World's Preferred Cognac Brandy

84 Proof • Schieffelin & Co., New York

271

Hennessy, P.O. Box 409, New York 46, N. Y.

Here is my order for_____sets of Hennessy Brandy Snifters @ $1.15 each to be sent to the attached list. My check for_____ made out to Hennessy, is enclosed.

My Name_____

Address_____

City_____Zone_____State_____

Note: This order must be mailed not later than Oct. 15, 1953, to insure Christmas delivery.

For more facts circle Readers' Service Card #112

What Products Made the Biggest Hit?

Sales Management's reporting firms look back on earlier Yuletides and report on gifts that proved to be well-chosen.

Respondents to the SM survey were asked, "Which of the business gifts during the past five years made the biggest hit with recipients?"

Top mentions went to:

Electrical appliances	64
Cheese	58
Fruit	54
Cutlery	43
Pens and pencils	40
Lighters	35
Liquor	32
Hams	32
Memo-diary books & pads	30
Magazine subscriptions	19

In greater detail the responses show:

Food .....Total mentions: 224

Cheese	58
Fruit	54
Hams	32
Turkeys	15
Fruit cake	14
Canned foods	10
Candy	9
Food assortments	8
Nuts	6
Jellies and jams	5
Lobster	3
Olives	2
Pheasant	2
Sausage	2
Syrup	2
Pretzels	1
Oysters	1

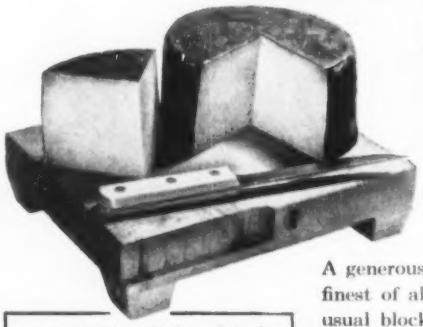
Brands most mentioned:

Cheese: Old Tavern, Swiss Colony, Lenglois Blue Vein, Maytag Blue, Kaukauna, Cheese-of-the-Month. Also Plymouth, Treasure Cave, Woody's, Keipper's Cheese House, Cheese Box, Old Orchard.

Fruit: Fruit-of-the-Month Club, Blue Goose, Pinnacle, Sniff's, Alturas Packing.

FOR OFFICE PERSONNEL . . . BUSINESS ASSOCIATES PERSONAL FRIENDS

The Gift to Please is Cheddar Cheese



with new-design Cutting Block and butcher steel magic Carver

5½ lb. wheel . . . block and carver

All for $10.95

5% Quantity Discount on all orders of $300 or more

A generous treat for the whole family in this finest of all the domestic Cheddars. The unusual block is of hardest Maine rock maple, good looking, handy for barbecues, buffets and to save kitchen table tops. The knife snaps on and off the block with magnetic attraction. Really good taste in a good will gift.

Same Cutting Block and Knife with 4-lb. Bacon Slab $10.50

Bacon triple-smoked in the old Pennsylvania Dutch way over hickory and apple wood fires.

Send list of names with your card. We'll pack and ship direct prepaid in attractive gift boxes.

FREE: Send for Christmas Catalog with more than 70 gift suggestions and delicious Pennsylvania Dutch foods.

Established 1710

Old Mill Farm

R. F. D. 3, IVYLAND

Bucks County, Pennsylvania

Dist. by Great Valley Mills

For more facts circle Readers' Service Card #54

Hams: Swift, Neuhoff, Smithfield, Jordan, Armour, Kingan, Rath, Globe.

Fruit Cake: Barricini, Collins St. Baker's, B&C Bakery, General Baking Co.

Canned Foods: S. S. Pierce, Heinz, Del Monte, Hanover, Breast-O'-Chicken Tuna.

Candy: Barricini, Stover, Whitman, Barton, Schrafft, Maramor.

Also: Mentions for Swift, Forst, *turkeys;* Graber *olives;* Fin 'n' Feather, Berkshire Farms, *pheasant;* Mt. Holly *filberts;* Peanut Kids *peanuts;* Bachman pretzels; S. S. Pierce, Smucker's, Crosse & Blackwell, Jane Amherst, *jams and jellies;* Abraham Co. *maple syrup;* Davis *lobsters.*

Liquor .....Total mentions: 32

Mentions of brands included Old Forester, Canadian Club, Haig & Haig, Southern Comfort, Old Charter, I. W. Harper.

Office Equipment ..Total mentions: 119

Pens and pencils	30
Memo-phone-diary pads & books	30

The Gift with UNIVERSAL APPEAL

Men who pride themselves on their culinary ability—and their wives, too, appreciate this combination Griddle-Grill. Used daily as a reminder of your thoughtfulness.

Happy Day GRIDDLE-GRILL

Square shape means bigger capacity—easier storing. Cast aluminum assures even heat. Cooks the greaseless way. Write for full facts and generous discounts.

Wm. B. WATKINS CO. 2605 Broadway Evanston, Ill.

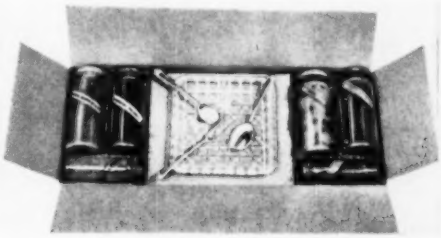
For more facts circle Readers' Service Card #137

for your most valued **Customers** salesmen · employees

Lehroy Inc. **HOSTESS SET**

the gift that guarantees:
they'll remember you remembered — for years to come!

This family favorite rings the bell as the most appreciated gift of the season. Includes *4 Piece Serving Set*—silver plated preserve spreader, relish spoon and pickle fork, plus 3-portioned sparkling glass serving dish; *Choice Preserves and Jellies*—1 lb. Orange Marmalade, 1 lb. Strawberry Preserves, 1 lb. Guava Jelly; *Deluxe Pickle Assortment*—15 oz. New England Relish, 3½ oz. Cocktail Onions, 3½ oz. Cocktail Sweet Gherkins.



Lehroy Inc.

send for sample only $7.90 postpaid and special quantity discount prices.

All sets come individually gift packed in strong, ready-to-mail cartons.

Hundreds of outstanding gifts at all prices. We can help you choose the perfect ones for your lists.

2109 SUMMIT AVE., UNION CITY, N. J.
UNION 3-2300 New York—CHickering 4-5570

For more facts circle Readers' Service Card #70

The Ideal Gift for Employees, Associates and Customers

SET OF 8 GIFT BOXED
De Luxe
PEACOCK TUMBLERS
WITH SNAP-ON COASTERS

Keeps Cold Drinks COLD
Keeps Hot Drinks HOT
2 to 3 Times Longer

- Saves Ice Cubes
- Saves Drink-mixing Time
- Saves Furniture!
- Beautiful
- Practical

Nationally Advertised

Plastic insert removable for easiest washing. Can be used separately.

HERE'S HOW THEY WORK: Plastic liner insert is tapered to create air space around the inside and bottom, providing perfect thermo insulation in the same manner as the conventional coffee bottle or picnic jug.

Air space insulates against warmth of hand—melting ice cubes or warming up cold drinks. Prevents condensation on the outside of the tumbler.

Thermo feature keeps heat in and protects the hand when hot drinks are served.

For cold beverages, mixed drinks, hot chocolates, toddies, etc.

Snap-on coaster holds absorbent, removable liner. Leaves no moisture rings.

SAMPLE SET OFFER

Order a set of 8 Tumblers in assorted Colors of chartreuse, silver, gold, blue, rose, bronze, lavendar & burgundy color—at price of $10. Return in 5 days for refund if not delighted. Or ask for quantity prices.

SADLER MFG. & SPECIALTY CO.
Box 517 Park Ridge, Ill.

SADLER MFG. & SPECIALTY CO.
Box 517, Park Ridge, Ill.

☐ I enclose check for $10 for which send me, postpaid, sample set of 8 Tumblers.

☐ Send quantity set prices.

Name .....

Address .....

City ..... Zone... State ....

For more facts circle Readers' Service Card #103

Office Equipment—con't.

Desk lighters	17
Desk clocks	9
Desk calendars	9
Ash trays	7
Clipboards	3
Letter openers	2
Desk shears	2
Steel tapes	2
Paperweights	2
Miscellaneous, including desk sets, book ends, letter cases, scales, slide rules, staplers	6

Brands most mentioned:

Pens and pencils: Autopoint, A. T. Cross, Sheaffer, Parker, Waterman, Wearever, Norma, Paper-Mate.

Diaries, etc.: Dartnell, Brown & Bigelow, Nascon, Quik-Note, Kemper-Thomas.

Desk Lighters: Ronson, Zippo, Evans, A.S.R.

Also: Spil-Pruf *desk sets;* Jefferson *clocks;* Robert Dale *calendars;* Stanley *steel tapes;* Bostitch *staplers;* Pickett *slide rules.*

Magazines .....Total mentions: 19

Mentions for *Fortune, Holiday, Life, Reader's Digest, Esquire.*

Electrical Appliances Total mentions: 64

Clocks	21
Radios	8
French fryers	7
Miscellaneous	7
Coffee makers	5
Blenders	4
Radio clocks	4
Mixers	3
TV set	2

Brands most mentioned:

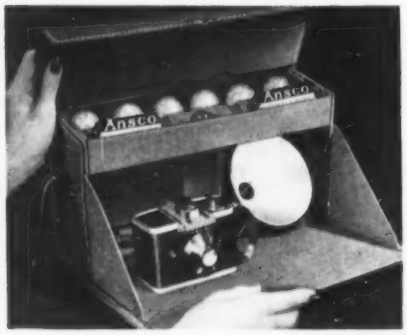
Clocks: Jefferson, Telechron, General Electric, Seth Thomas, New Haven.

Radios: Zenith, General Electric, Philco, R.C.A., Emerson.

Radio clocks: Motorola, Capehart.

Also: Mentions for Waring, Dormeyer, *blenders;* Bar-B-Q *rotisseries;* Emerson, Stromberg-Carlson, *TV sets;* Cory *coffee makers.*

Wonderful Gift Values!
ANSCO CAMERA OUTFITS!



The Readyflash Outfit #3

Contains genuine Ansco Readyflash camera, flash attachment, portrait attachment, 6 flashbulbs, and 2 rolls of Ansco Supreme film in deluxe carry-all case. A popular gift item . . . retail value

$15.40

The Flash Clipper Outfit #3

Built around the famous Ansco Flash Clipper folding camera with metal bellows! Contains ever-ready camera case, flash attachment, 6 flashbulbs, 2 rolls of Ansco Supreme film in deluxe carry-all case . . . retail value

$26.15

Write today for full information and prices!

ANSCO, Amateur Product Sales Dept.,
A Division of General Aniline & Film Corporation,
Building 42, Charles Street,
Binghamton, N. Y.

Gentlemen: Please rush me full information and special quantity prices for Ansco Camera Outfits as Christmas gifts.

Name.....
Title.....
Company.....
Street address.....
City.....State.....

For more facts circle Readers' Service Card #146

A Business Gift for the Home Bar

SODA KING
Rechargeable Syphon

Makes delicious sparkling water. Mixes highballs, Collinses. Converts wine to Champagne or Sparkling Burgundy. Handsome polished aluminum shell, glass lined. Black plastic top. Full quart capacity.

Packed with three chargers—$15.00.

Liberal discount on dozen lots.

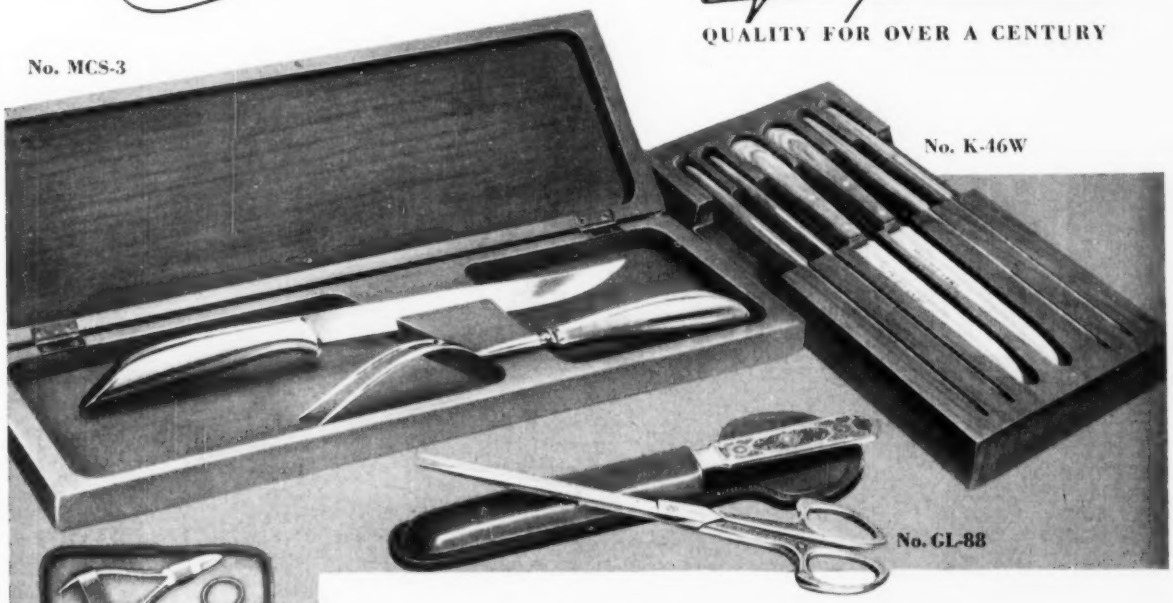
KIDDE MANUFACTURING CO., INC.
BLOOMFIELD, NEW JERSEY

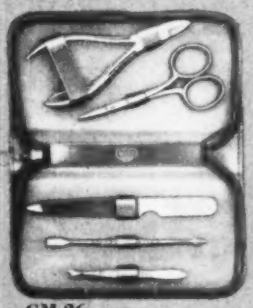
For more facts circle Readers' Service Card #65

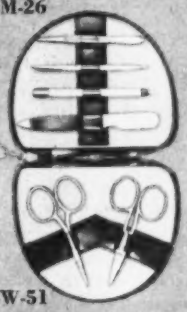
NO FINER GIFT THAN

Finest cutlery by WISS

QUALITY FOR OVER A CENTURY







Search the world over and you'll find no more thoughtful, useful and appreciated gifts than fine cutlery carrying the famous Wiss and J. W. & S. brands as the very best it is possible to produce. Write to J. Wiss & Sons Co., Newark 7, New Jersey.

No. MCS-3 Masterpiece Carving Set. For the one man in a hundred who appreciates the best. Knives with the finest edges known, handmade, beautifully designed and elegantly cased. $32.00. Other sets from $25.00 to $79.50.

No. K-46W Six-Piece Steak Set. Razor sharp stainless steel, hollow ground, highly polished blades with handles of Pakkawood in a solid walnut block. $12.50. Other carving sets from $5.25 to $22.95.

No. GL-88 Wiss Library Set. For home or office, attractively designed desk scissors and letter opener in a fine leather case. Gold or full chrome plated handles. $14.95. Others from $3.95 to $17.95.

No. GM-26 Man's Manicure Kit. An indispensable assortment of grooming accessories for home or travel. Simulated russet leather case. $11.95.

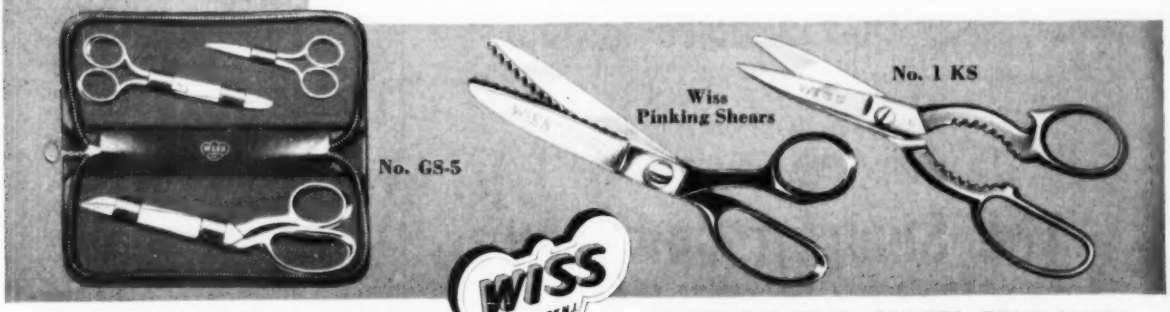
No. GW-51 Ladies' Manicure Set. Every woman needs these fine Wiss manicuring accessories of professional quality. Wine, red, or russet top-grain cowhide case. $10.95.

No. GS-5 Sewing Set. Famous Wiss Shears in the perfect home sewing assortment. Red, green, russet, blue or black simulated leather case. $13.95.

Wiss Pinking Shears. Essential for home sewing. Fun to use to create a multitude of new fashion ideas. They cut the widest range of fabrics. Three sizes—5½" to 9" from $4.25 to $8.95.

No. 1 KS Wiss Kitchen, Garden and Utility Shears. Ideal for preparing salads, fruit and fish or trimming meat. Removes bottle tops and caps. Cuts rope, wire screening. Red, green or yellow handles. $2.50.

Send for full information of other cutlery gift suggestions by Wiss



J. WISS & SONS CO. WISS NEWARK N.J. U.S.A. **NEWARK 7, NEW JERSEY**

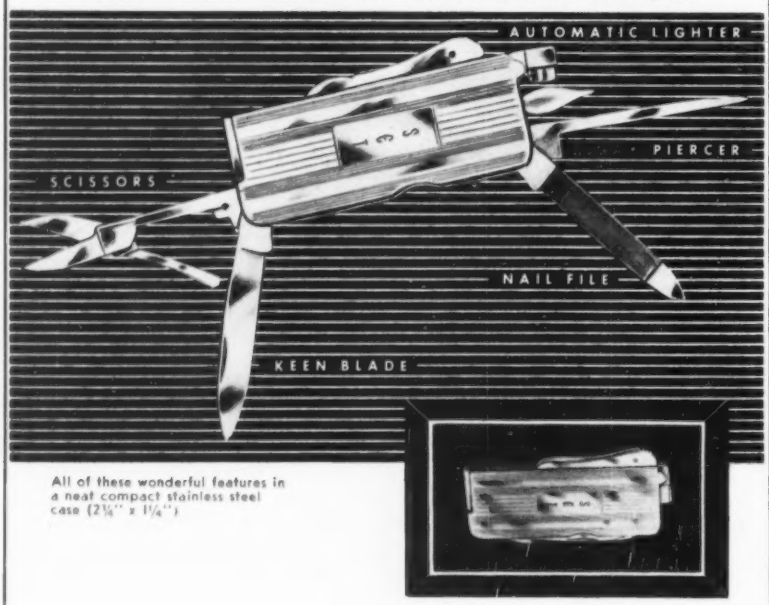
For more facts circle Readers' Service Card #133

extra special

for that customer...

"LATAMA'S Sensational Milano"

LIGHTER-KNIFE COMBINATION



All of these wonderful features in a neat compact stainless steel case (2¼" x 1¼")

Handsomely Gift Boxed

Here's the first showing of the Brand New Milano: a lighter-knife combination gift that has never been seen or received before. Unusual—practical—beautiful . . . it's THE answer to your 1953 gift requirements.

Gleaming stainless steel throughout, engine turned and assembled by master craftsmen.

Sample $15.00

Quantity Prices upon Request

The Shelgrn Company

505 Fifth Avenue, New York 17, New York

Creators and Manufacturers of gifts for American Business

For more facts circle Readers' Service Card #152

Leather Goods ....Total mentions: 32

Luggage	9
Wallets, men's	8
Brief cases	6
Wallets, ladies'	5
Shaving kits	4

Brands most mentioned: Prince Gardner, Buxton, *billfolds;* Samsonite, Amelia Earhart, Oshkosh, *luggage.*

Housewares, Gifts for Home & Miscellaneous 197

Cutlery	43
Lighters	33
Blankets	12
Chopping blocks	10
Glassware	10
Gift certificates	8
Thermos and/or ice buckets	8
Playing cards	6
Cigars	5
Men's toiletries	5
Linens	4
Towels	4
Cash	4
Stationery	4
Fire extinguishers	3
Binoculars	3
Flashlights	3
Tape rules	3
Thermometers	3
Christmas trees	3
Nail files	3
Humidors	3
Christmas wrapping	3
Pictures	2
Card tables	2
Chairs	2

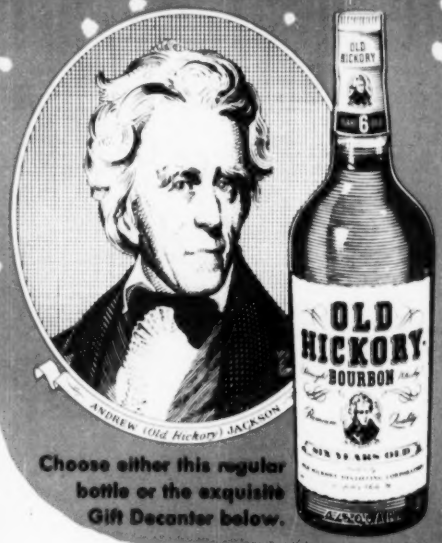
Use Post Card To Get More Facts

As a service to readers who haven't decided on their 1953 business gifts, Sales Management has set up a separate division in its Readers' Service bureau which without obligation will render a mailing service and, on request, an advisory service.

The mailing service works this way: As you read this section of the magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then turn to the post card insert facing the inside back cover. Circle the corresponding number(s) on the card—sign—mail.

Give the gift that is never returned or exchanged



Choose either this regular bottle or the exquisite Gift Decanter below.

The EXTRA YEARS enhance the great Bourbon Taste of

OLD HICKORY

STRAIGHT BOURBON WHISKY

Full 6 years old

ALSO AVAILABLE IN 100 PROOF BOTTLED IN BOND

Write us for case discount prices in your area. We'll send a representative.

86 PROOF • OLD HICKORY DISTILLING CORPORATION • PHILADELPHIA, PA.

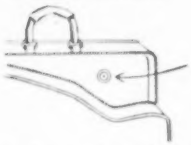
For more facts circle Readers' Service Card #29

The ideal executive's gift

The Pendleton Robe-in-a-Bag with NEW inflatable cushion

No gift could be more appreciated than a famous virgin wool Pendleton robe in this practical and attractive plastic carrier that inflates to become a cushion. 'Round the clock, in all seasons, it is a gift with dozens of uses indoors and out. Ideal for the beach, picnic grounds, the boat, the stadium, the car. You may choose from several authentic tartan plaids and patterns in rich colors. Robe size, 52" x 70". The Clans . . . 17.95 The Highlands . . . 13.95

Easy to Inflate



A small convenient valve and air-tight plastic lining makes the Pendleton carrier easy to inflate to serve as a seat cushion when the robe is taken out for use.

Pendleton

WRITE FOR SWATCHES AND DETAILS ON QUANTITIES FOR INDUSTRIAL USERS

PENDLETON WOOLEN MILLS • PORTLAND 4, OREGON

For more facts circle Readers' Service Card #95

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.

Housewares, Gifts for Home con't.

Shoe trees	2
Clothes brushes	2
Theater tickets	2
Tickets to sporting events	2
Christmas ornaments	2
Corporate securities	2
Miscellaneous (including flowers, bottle openers, holly, defense bonds, cigarette boxes, umbrella.)	9

Brands most mentioned:

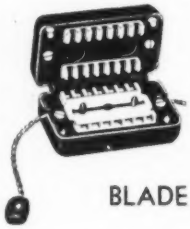
Cutlery: Gerber, Flint and Ekco, Cattaraugus, Carvel Hall, Camillus, Utica, *knives;* Cory *knife sharpeners;* Ibroc, Little Butch *chopping blocks.*

Lighters: Zippo, Ronson, Evans, A.S.R., Ascot, Brown & Bigelow, Ritepoint.

Blankets: St. Mary's, Faribo, Chatham, Pak-A-Robe.

Also: Cannon *towels;* Pequot *linens;* U. S. Glass, Fostoria, Corning, Federal, *glass products;* Norcol, Schwayder, *card tables;* Pyrene *fire extinguishers;* Taylor Airguide *ther-*

A Christmas Gift *that keeps on giving*



comfortable, perfect shaves year after year

BLADE MASTER

a personal shaving accessory that not only sharpens and conditions the user's double-edge blade, but reminds him every morning of the giver's thoughtfulness.

A LASTING GOODWILL BUILDER. UNCONDITIONALLY GUARANTEED.

$2.95 postpaid with **substantial quantity discounts.** Can also be had gift-wrapped with your card attached or your company name imprinted in a subdued but dignified manner.

Write for quotations and/or send $1.50 for one postpaid sample.

BLADEMASTER, INCORPORATED

315 E. 91st St. New York 28, N. Y.

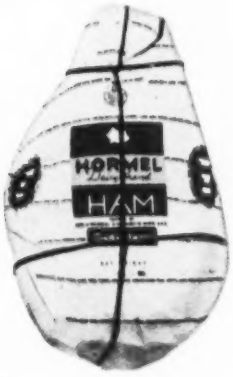
For more facts circle Readers' Service Card #13

WHOLE—America's original canned ham. Full size, minus skin, bone, unwanted fat. Superb, unequalled flavor. Slice cold, or bake. 6¼ lbs.
QUARTER—Same fine ham in handy family-size. 1½ lbs.

For everyone on your Christmas list

A SUPERB GIFT. . . Picture a good friend or a client or a key business associate seated before this majestic, tender beauty . . . America's original, and finest, canned ham. Hormel selected it from thousands out here in the "ham belt". It is the choicest that can be had . . . always a *whole* ham, always the better-tasting medium size, never a giant split in two. It is boned, skinned, trimmed, canned and cooked in its own savory juices. Dressed for Christmas in a rich and colorful jacket, the famous Hormel Ham tells the pleased recipient that you are sending your very *best* wishes.

TYPICAL GIFT ASSORTMENT of Hormel Good Food. Numerous others including the hams shown here are pictured, described and priced in our Christmas Gift Folder.



THE CONVENTIONAL STYLE ham is a Hormel specialty, too. Give it to those who you know prefer ham in the "bake at home" form. Hormel "Dairy Brand" comes in a wide range of weights, requires no par-boiling or long cooking. For both you and the recipient, the Hormel name stands for unsurpassed quality.

HORMEL
GOOD FOOD

Geo. A. Hormel & Co., Austin, Minn.

SEND FOR DESCRIPTIONS AND PRICES

Geo. A. Hormel & Co. GIFT DEPT. Austin, Minn.
Send full information and prices on gift assortments.

NAME.....

STREET.....

CITY.....ZONE...STATE.....

For more facts circle Readers' Service Card #60

THE GIFT THAT

Personalized

OLD FORESTER

with your customer's name printed right on the label!

Something new and different in business gifts! Not just another year after year ordinary gift—but Personalized Old Forester, the *one* unique gift your customers will always remember! America's Guest Whisky exclusively bottled for each of your customers—*with his name printed right on every suede finish label!*

Whether you give a case or a bottle, whether he's your biggest customer or your smallest . . . give him the one gift he'll always remember. Give him Personalized Old Forester—there's nothing better for giving, nothing better for business. Mail the coupon below for complete details and the name of your nearest retailer. Your customers will be glad you did . . . and so will you.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

"IT'S GOOD BUSINESS TO GIVE THE BEST"

(Available in states where legal.)

BROWN-FORMAN DISTILLERS CORP.
LOUISVILLE 1, KENTUCKY, DEPT. SM-953

Please send me complete details about giving Personalized Old Forester as a business gift.

NAME _____

ADDRESS _____

CITY _____ *STATE* _____

STANDS OUT!

AMERICA'S GUEST WHISKY
BOTTLED IN BOND
SINCE 1870
For the
Personal Use of
Peter Courtney
OLD FORESTER
Courtney
nalized
OLD FORESTER

let **angelus**

express your

constant appreciation!

There's no better tribute you can render as token of your esteem than a fine Angelus Clock.

For services rendered . . . for Christmas . . . for simple affection, you'll be making a presentation to be cherished for years to come.

Precision-made Angelus Swiss clocks are works of art—equally distinguished in office or home. And the many exquisite designs offer you an impressive selection of these 8-day masterpieces . . . some coupled with barometers, thermometers, hygrometers. And almost all have surfaces suitable for engraving your presentation phraseology.

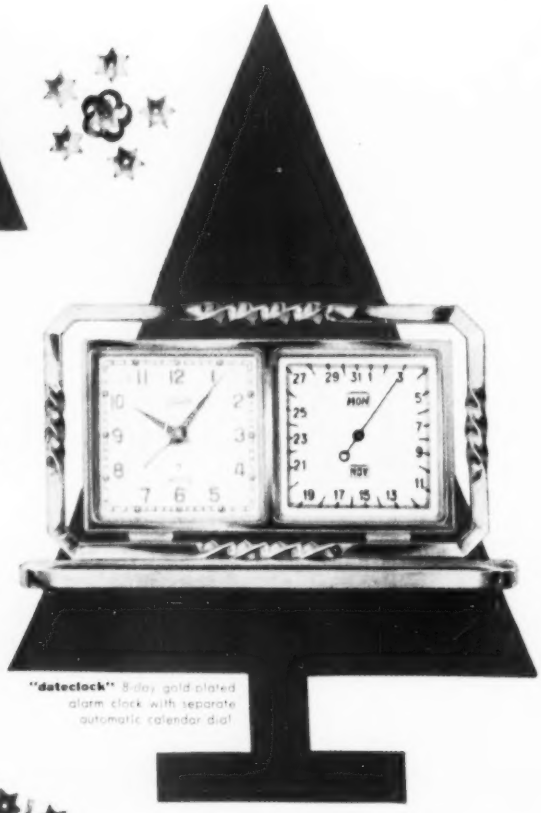
Angelus clocks are priced from $37.50 at retail.

Should your corporation requirements call for numerous clock gifts, there is naturally a substantial reduction in price.

Write direct to us for further information—or call COlumbus 5-2751.

Angelus Clock Corp., 610 Fifth Avenue, N. Y. 20.

"triptic" 8-day gold-plated combination clock, with barometer, thermometer, hygrometer. Side panels hinged to swivel freely.



"dateclock" 8-day gold-plated alarm clock with separate automatic calendar dial.

Many other beautiful models available

"mignonette" 8-day miniature alarm clock with travel-case. Fits easily into lady's handbag. Shock-protected.

ANGELUS

Angelus Clock Corp., 610 Fifth Avenue, N. Y. 20

"ROUND TABLE" SET
A complete set of Gerber carvers and steak blades—4 carvers and a holding fork and 12 Miming individual steak blades. In solid, 2 deck walnut case as shown—$90. These pieces also available in 23 other walnut cased groupings from **$10.50** to **$60**

these knives are made to

CUT

GERBER LEGENDARY BLADES—

—made by hand from an incomparable steel that costs more than 5 times as much as cutlery steel. They are harder than a file, yet springy. They are made to take a better edge, stay sharp far longer, and are easy to resharpen.

Anyone who has a set of Gerber carvers; a set of Miming individual steak blades and a "3-Sisters" kitchen set—is rich for life as for cutlery. These may be bought all at once, or accumulated with the help of givers. A touch-up now and then on a stone or an electric sharpener will keep hair splitting sharpness always, for Gerber Legendary Blades are made of steel so fine, so hard, so tough that they outwear "cutlery" steel many times. Gerber blades, therefore, cost less by the year. At leading stores. Selection sheet free on request. Gerber Legendary Blades, 1305 S.W. 12th Ave., Portland 1, Oregon.

GERBER *Legendary* BLADES

For more facts circle Readers' Service Card #52

mometers; Bausch & Lomb *binoculars;* U. S. Playing Card Co. *cards;* Bostitch *staplers;* Skotch Kooler, American Thermos, *ice buckets;* Dennison *gift wrapping;* Kingsmen, Sportsman, Tawn, *toiletries.*

Books .....**Total mentions: 14**
Jewelry .....**Total mentions: 20**

Watches	8
Silver	4
Tie clasps	4
Cuff links	2
Earrings	2

Brands most mentioned: Longines, Hamilton, *watches;* Swank, Kreisler, Hickok, *clips and clasps.*

Sports and Hobby Equipment .....**Total mentions: 48**

Tools	12
Cameras	8
Golf balls	7
Knives, hunting	5
Golf clubs	5
Fishing rods	4
Miscellaneous	4
Camping equipment	3

Brands most mentioned: Skilsaw, Multi-Tool, Delco, Herbrand, K-D, Proto, K-Vise, *tools;* Eastman, Argus, Stereo Realist, Bell & Howell, Revere, *cameras;* Spalding, U. S. Rubber, Wilson, *golf equipment;* Heddon, Shakespeare, *rods.*

Clothing .....**Total mentions: 15**

Handkerchiefs	6
Shirts, men's	4
Shirts, women's	3
Robes	2

Brands most mentioned: Pendleton *shirts;* St. Mary's *robes.*

Sources for Christmas Gifts

SM subscribers were asked where they bought the 1952 Christmas gifts. The answers add up to more than 100% because a number of companies bought one gift from a gift jobber, another from the manufacturer, perhaps still another from a retail outlet. The answers show:

Direct from maker, packer, etc.	53%
From gift jobber or specialist	39
From retail outlets	18

You'll $ave and $ave
They'll rave and rave
when you send gifts
by Harry and Dave

EASY Christmas SHOPPING!
Just send names and addresses, plus check or M.O. No charges, no C.O.D.'s, please. AIR MAIL it quick to

Harry and David
BOX 90 / MEDFORD, OREGON

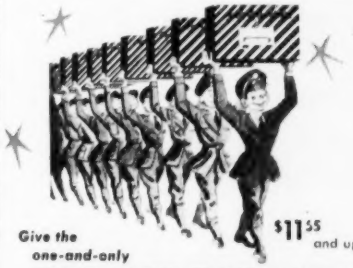
America's rarest fruit
$3.75 Delv'd

ROYAL RIVIERA PEARS*

The gift they'll always remember. Talk about thanks! You'll never hear the last of it. A just-right present for anyone, whether they live in a castle or cottage. So juicy you eat 'em with a spoon. You can't buy these gift packages in stores anywhere! Impressive but inexpensive. Handsomely gift boxed with your greetings.

GIFT NO. 1 (shown)—10 to 14 big pears, a great favorite . . . . . Delv'd **$3.75**
GIFT NO. 2 (16-20 big pears) . . Delv'd **$4.45**
GIFT NO. 3 (20-25 smaller pears) . Delv'd **$4.35**
What a bargain!

"We think there is no fruit on earth to equal Royal Riviera Pears." Frances Staunton, Denver



Give the one-and-only
$11.55 and up

FRUIT-OF-THE-MONTH CLUB*

Creates praise and excitement for you the year 'round! You order just once, but lucky folks you name receive a whole parade of finest fruits and delicacies, each beautifully packaged with your greetings.

12-BOX CLUB: at Christmas, Riviera Pears; Jan., Apples; Feb., Grapefruit; Mar., Fine Cheese; April, Royal Oranges; May, Preserves; June, Canned Fruit; July, Nectarines; August, Pears; September, Peaches; October, Grapes; November, more Riviera Pears. Gift No. 21, $47.75 Delv'd.
8-BOX CLUB: omits March, Apr., June, August. Gift No. 15, $31.75 Delivered.
3-BOX CLUB: Christmas and January and February treats. Gift No. 11, $11.65 Delivered.
R C H&D

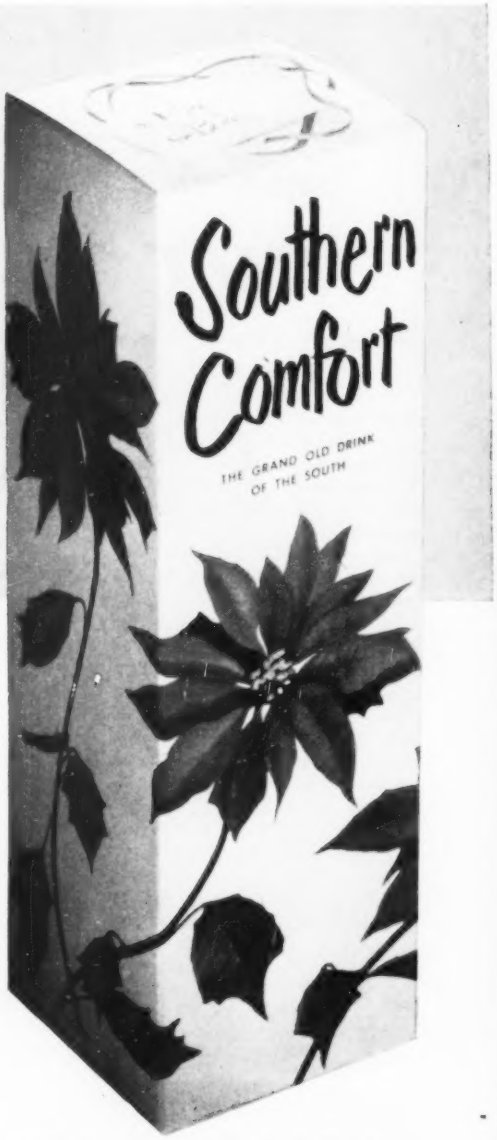
For more facts circle Readers' Service Card #56

give the "TOP CHOICE GIFT"* *that's different!*

SOUTHERN

the deliciously

everyone appreciates your gift of Southern



The "Poinsettia" Fifth Gift Package

SOUTHERN COMFORT "COTTON BALE" GIFT!

Something new and different . . . full pint of Southern Comfort in a real authentic burlap and cotton bale!

Beautiful hand made carton. Special drawer-type box packed in cotton, wrapped with genuine cotton bale burlap and secured with black cloth bands. A real conversation piece, that truly captures the spirit of the old South. Contains one pint of Southern Comfort. Cost: only a few cents more per bottle for this unique packaging. Made only on order. Order now to be sure.

IMPORTANT!

"Cotton Bale" gift unit on special order only! Orders must reach us before November 16

HOW TO ORDER: Address Dept. SM, Southern Comfort Corp., 2121 Olive St., St. Louis 3, Mo. State quantities desired and we'll return price information on special packaging. Order will be placed with the retailer you specify. On orders of three cases (24 bales each) or more we will accept collect calls from the customer (LD 26, St. Louis).

COMFORT

** In a recent SALES MANAGEMENT Survey made among companies that gave gifts last year:*

A. LIQUOR ranked FIRST in popularity of all gifts selected

B. SOUTHERN COMFORT was in the TOP group of all liquor brands given

different 100 proof liquor of the old South

Comfort because... Southern Comfort is in a class by itself among liquors. It has a smooth, mellow, deliciously-different *taste* that everyone enjoys! And its very history expresses prestige, fine living, good fellowship. Southern Comfort originated in old New Orleans, long before the Civil War. It was the favorite liquor served in great southern mansions when good friends gathered for festive occasions. Its delicious taste makes it an exceptional drink . . . straight or in highballs. No other liquor makes egg-nog like Southern Comfort. And it's 100-proof (same as a bonded whiskey). You'll find that everyone appreciates a gift of deliciously-different Southern Comfort!

Fifths and pints in beautiful "Poinsettia" Gift Containers

The "Poinsettia" package makes a fabulous gift! The full-color enameloid carton itself, won first prize for design and beauty. Inside, is the most beautiful bottle of liquor ever given! An authentic, steel-engraved label romantically describes this rare old liquor. The bottle is richly embossed in the manner of the old South. Truly a prestige gift *at a fair price!* In fifths and pints at your local liquor store.

Available at Liquor Stores everywhere!

"Poinsettia" Pint Gift

HALF-PINT SAMPLER

Here's the ideal "little gift" for those numerous extra people on your list. Regular ½-pint packed in a gay full-color carton. Impressive yet low-cost. Your dealer has it!

SOUTHERN COMFORT

The Grand Old Drink of the South

100 PROOF LIQUEUR • SOUTHERN COMFORT CORP • ST. LOUIS 3, MO.

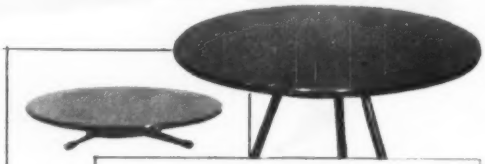
For more facts circle Readers' Service Card #115

Here's How to Please...

MARTIN'S TABLES

FOR CASUAL FAMILY LIVING

Seen throughout the nation in Quality Shops . . . superbly made for the most discriminating . . . You can give nothing finer.



the Duo-Susan . . .

Beautiful Claret Mahogany, Alcohol and Burn proof FORMICA Surface. Double duty for table top or floor. Ball bearing top . . . 18" or 24" diameter.

18" — $19.50 SINGLE SALE
24" — $27.50 SINGLE SALE
QUANTITY DISCOUNTS

The Phone Pony

Light weight . . . adjustable size . . . carries your phone wherever you want it. Phone can be removed and replaced instantly.

$3.95 — SINGLE SALE

QUANTITY DISCOUNTS

TV-Tray Table

Makes Television dining a pleasure! Comes in two parts — tray and stand. Beautiful Velwood Trays — alcohol proof . . . hot dishes will not mar lustre. 25" stand can be opened and closed with one hand — allows complete leg freedom.

SINGLE SALE
Set of 4 with Rack $35.00
QUANTITY DISCOUNTS

FREE: — Complete Catalogue

Deluxe Bantam Tables

Surfaced with exquisite FORMICA wood grains — alcohol and cigarette proof. Tapered hardwood legs equipped with special spring for one-handed, automatic opening. Rack stores (4) folded tables vertically — can be carried about. Table top size 12" x16", Stand 21".

SINGLE SALE
4 Tables with Rack $59.50
Individual Table $14.00
QUANTITY DISCOUNTS

G. D. MARTIN CO.
Olympia, Washington

Gentlemen: Please send me, without cost or obligation, your colorful gift brochure and Complete Catalogue of Martin's Specialty Tables, including Quantity Prices and Discounts.

Name

Address

City Zone State

G. D. MARTIN COMPANY • OLYMPIA, WASH.

For more facts circle Readers' Service Card #76

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you.

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.

Biggest Hit Gifts Of the Past 5 Years

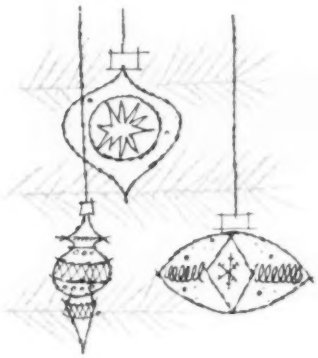
The figures on preceding pages are meaningful, we believe, but for those subscribers who like to observe returns on a 1-2-3, etc., basis, we picked 50 returns from the middle of the pile and jotted down their answers to the questions, "Which of the business gifts you have used during the past five years made the biggest hit, product and brand?"

Not all of them put down the brand name but here are 50 completely at-random consecutive answers to that question:

Zippo lighters
New Haven travel alarms, buckskin wallets, Airguide indoor-outdoor thermometers
Haig & Haig
St. Joseph Foods (jellies)
Fishing rods, Heddon
Home electrical items
A.S.R. Pagoda lighters
Jefferson clocks, G-E clock radios
Briefcases
Apples from Michigan

Zippo lighters
Outdoor thermometer
Box of Wisconsin cheeses
Car-sac for suits, with hangers
Memo books
Short umbrella in aluminum case
Wallets for private secretaries
Picnic sets
Pickett slide rules
Butane cigarette lighter from Brown & Bigelow

Jefferson electric clocks
Fruit-of-the-Month
Zippo lighters
Evans lighters
3-lb. cans roasted peanuts, "Peanut Kids"
Rockwood pottery filled with Meier's wine

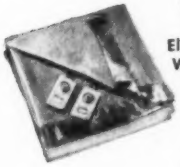


GIVE the new Camfield Stainless Steel "Princess" Automatic Coffee Maker and you'll *really* please your customers, employees, and business associates—*and* thrill their families as well! This brand-new, 1953 coffee maker brews two to six cups of "custom-made" coffee quickly and automatically! It has all the great features of the famous four-to-ten cup Camfield "King" Coffee Maker: Strength Selector, Ready Light, Keep-Hot action. Designed by Florian, the "Princess" is made of stainless steel with a high lustre finish. No other gift for the money is so beautiful, impressive and completely practical. It will keep you gratefully remembered every single day of the year! **Only $24.95**

Other Wonderful CAMFIELD Gift Values!

New "King" Camfield Makes Up To 10 Cups!
$29.95

The Only Toaster With Complete Controls At Both Ends!
$23.95



New Camfield Sleepmaster Electric Blankets—Warmth Without Weight!
$39.95 (Single Bed)
$51.95 (Double Bed)

New Camfield Sleepmaster Blank-ettes—Electric Sheets For Use With Regular Blankets!
$31.95 (Single Bed)
$39.95 (Double Bed)

Time-Saving Shopping List For The Busy Sales Executive!

Camfield Manufacturing Company
Dept. SM-93, Grand Haven, Mich.

Gentlemen:

Please send me—

____ Camfield "Princess" Coffee Makers @ $24.95 each.

____ Camfield "King" Coffee Makers @ $29.95 each.

____ Camfield Toasters @ $23.95 each.

____ Camfield Sleepmaster Blankets @ $39.95 (Single Bed); $51.95 (Double Bed) each.

____ Camfield Sleepmaster Blank-ettes @ $31.95 (Single Bed); $39.95 (Double Bed) each.

☐ Check enclosed ☐ Bill my company

Name _____

Firm _____

Street _____

City _____ Zone ____ State _____

CAMFIELD MANUFACTURING COMPANY • Grand Haven, Michigan

For more facts circle Readers' Service Card #151

NO ONE FORGETS A GIFT FROM

Hawaii

Exotic Hawaiian Food Packages

EXOTIC FOODS

Hawaiian Gourmet Imports including Mango Chutney, Guava Jam, Coconut Syrup, Kona Coffee, etc. Packed in a variety of attractive gift boxes.

Hand-carved Perfume Containers

EXCITING GIFTS

Hawaiian Handicrafts created by native artisans of natural materials. Complete selection of gift items . . . from $1.00.

Authentic Hawaiian Aloha Shirts

FRESH

ORCHID CORSAGES

FLOWN DIRECT FROM HAWAII

Now you can give an exquisite, *3* Vanda Orchid Corsage to your personnel, clients and friends . . . for as low as $1.00 per corsage.

MAIL THIS COUPON FOR FREE GIFT CATALOGUE

Gentlemen:

Please send me your gift catalogue of rare and unusual Hawaiian Flowers & Gifts.

Name.....

Title.....

Firm Name.....

Address.....

City..... *Zone*..... *State*.....

ORCHIDS OF HAWAII, INC.

54 WEST 56 STREET, N. Y., N. Y. • JUdson 6-8950

(Bet. 5th and 6th Aves.)

Hawaiian Flowers & Gifts

For more facts circle Readers' Service Card #147

Parker "51" desk set
Kreisler cuff links and tie clips
Cheese of the Month
Duncan & Miller glassware
Pak-A-Robe blanket
Fostoria glass
Nine-in-one tool

Jane Amherst, Portland, Ore., jams; Harry & David Fruit-of-the-month
Swiss Colony cheeses
Playing cards
Nascon Week at a Glance books
Cheese; maple syrup
Swiss Colony cheeses

Liquor "always a good bet"
Small occasional chairs; steak knives
Wilson sports equipment
Bridge cards in a case
Set of Flint steak knives; Paper-Mate pens
Maytag Blue Cheese

Cory knife sharpener
Cheese from Plymouth cheese counter; Pendleton woolen shirts
Sportsman lunch kit
Skotch Koolers; Zippo lighters
Stanley steel tapes

---

to present with pride . . .

Sportsman

OLD STYLE SHAVING MUGS

Testimony to your fine taste—imported china mugs filled with famed Sportsman shaving soap. Reproductions of costly collector's items, there are 18 old-time occupational designs—Broker, Engineer, Bartender, etc.—brightly hand-painted and gilt-lettered.

$4.95 *no Fed. tax*

(with personalized inscription $7.50)

For details on occupations and quantity prices, address

JOHN HUDSON MOORE CO. • 663 FIFTH AVENUE, N. Y. C.

For more facts circle Readers' Service Card #176

FINE QUALITY CIGARS

Each in glass tube . . . with reproduction of your firm name, trade mark, crest, etc.

The gift that makes a man feel like a king! Handmade from the choicest Havana tobaccos. Five sizes including Panatella, Londras, half-Corona, Corona Corona. In boxes of 25 or 50. Mailed direct to your Christmas list if you wish. Send today for prices and details. Tell us the type size you're interested in and we'll send sample.

Charles Odence Co., Inc.

Established 1880

36 Lincon Street, Boston, Mass.

For more facts circle Readers' Service Card #195

Lovers of food delicacies sing the praises of this unique Pate'. Mountain trout, leisurely smoked over hickory in an old-fashioned smoke-house, are boned, minced, and blended with butter, eggs, milk, and spices to make this superb cocktail spread. There is nothing else like it—a 'natural' for a business gift. Write for details and prices.

HIGH VALLEY FARM

Colorado Springs, Colorado

For more facts circle Readers' Service Card #196

Gift Cheese Assortments

ARE IN UNIVERSAL "GOOD TASTE"....

For exciting good eating adventures nothing can surpass the creamy . . . tangy . . . wholesomeness of the fine cheese produced and aged in Wisconsin.

Illustrated are three of our thirteen standard packs. To your left is the New Jumbo assortment, a superlative collection of 9 kinds, (10 pieces) of natural cheese. As the name implies, this is a big box containing almost 6 pounds of unusually well aged cheese. The packaging is new and distinctive.

Postpaid $8.25

To your right is the New Moraine, a box named for the rolling hills of Eastern Wisconsin's pasture land. It contains 7 pieces (almost 4 pounds) of Wisconsin's finest aged natural cheese, packed in a four color sturdy gift box.

Postpaid $5.95

The 6 kinds of cheese (over 2 pounds) in the Variety make a hit anywhere. Postpaid $3.95. Write for the illustrated brochure which describes our packs in greater detail. Included are The Cheese Hamper, postpaid $12.75; Thermal Basket, postpaid $19.65; DeLuxe Kanakin, postpaid $24.85; and others from $3.85 up.

The confidential lists which you supply are never rented or loaned. Our advertising is never mailed to these lists. No advertising or prices are put in any of our boxes. We assume the full responsibility for delivery of your cheese orders in perfect condition to any address in the U. S.

Cheese Division • H. C. PRANGE CO., Sheboygan, Wis. Our 68th year.

For more facts circle Readers' Service Card #96

2 TRULY EXCLUSIVE GIFTS

For the man who has everything . . .

Distinguished top executive gifts that show discriminating taste by their selection . . . command attention from those who already enjoy all the common luxuries. Perfect for presentation at any time. Ideal as a sales promotion or incentive award. These superbly hand-crafted products contain every accessory for "home hospitality" regardless of mode of travel or place of use. Compactly designed for easy carrying and handy storage.

The "Oasis" TRAVEL BAR

Choice of Mahogany or Golden Russet leather with stain-proof lining. Holds 2 fifths, 2 pints. Compartments for olives and cherries. Polished Lucite shaker, ice tongs, stirrer. 4 tumblers, 4 shot glasses, coasters, napkins, spears, spoons. Zipper cover optional at extra cost. No Fed. Luxury Tax. List $95.00.

The "Palomino" PONY BAR

Choice of Russet California Saddle Leather or Du Pont Fabrilite. Washable interior, brass lock, hinges, key. Includes thermos and unbreakable poly ethylene quart bottle, tumblers, jiggers, napkins, and lock-tite opener/sealer. No Fed. Luxury Tax. In California Saddle Leather, $34.50 list. In Du Pont Fabrilite, $24.50 list.

SOLD SINGLY OR IN QUANTITY

Write today for illustrated catalog sheets.

SALTZ

Advertising Specialties

1339 FOLSOM ST · SAN FRANCISCO, CALIF.

For more facts circle Readers' Service Card #109

"My Most Pleasant Gift"

SM researchers reverse an earlier question: They ask company people to report on their experience as gift-receivers.

The same SM subscribers who answered the many questions about their giving were asked, "What gift(s) have you received during the past five years that pleased you most?"

Several said, "It's almost never that I get a gift from any company," but the majority seem to get one or more gift wagons.

The items they *received* and most treasured differ in many particulars from the items which they *gave* and said were most popular. For example, as receivers they seem to like lighters more and cheese less. (See chapter "What Products Made the Biggest Hit?" for details on gifts their *customers* most liked.)

The most-mentioned pleasurable items *received* were reported as follows:

Lighters, all types	56
Fruits	53
Liquor	43
Memo-diary pads, phone indexes and books	38
Cheese	35
Foods "in general"	33
Cutlery	32
Pens and pencils	30
Appliances	27
Leather goods	21
Magazine subscriptions	20
Clocks, all types	19
Sports equipment	18
Clothing	14
Blankets	12

They like (10 mentions) hams; turkeys (6); pears and citrus fruits (43); candy (8)—especially Blum's; preserves and jellies (10), such as Zucker's and Crosse & Blackwell. A few are connoisseurs of caviar, and many like to dip into assortments, such as those of Epicure Club and S. S. Pierce & Co.

GIFT OF THE YEAR!

NEW *Tawn* DE LUXE TRAVEL KIT FOR MEN

The perfect gift for business and social acquaintances at Christmas; for conventions, Service Men, customers, employees. Retail price $5.89 plus 48¢ F. E. Tax. WRITE FOR SPECIAL QUOTATION ON NUMBER OF SETS YOU DESIRE, to Tawn Toiletries, Dept. S-9 McKesson & Robbins, Inc., Bridgeport, Conn.

The perfect "valet" for men away from home; plane travel—weekends—business trips—club locker. Generous portions of everything he needs for perfect grooming in handsome, compact, two-tone simulated pigskin case that fits coat pocket. Light weight; waterproof; unbreakable containers; refillable plastic bottles.

CONTENTS: Gillette Super-Speed Razor, Gillette Blue Blade dispenser, Dr. West's Miracle-Tuft Tooth Brush with plastic holder, TAWN After-Shave Lotion, TAWN Hair Dressing, TAWN Cologne Deodorant, TAWN Shampoo, TAWN Brushless Shave (2 tubes), TAWN Talc, Calox Tooth Powder, Styptic Pencil, Plastic Comb, Rubber Funnel for refilling plastic bottles.

For more facts circle Readers' Service Card #122

The most impressive business gift you can give!

CROSLEY V.I.P. CLOCK RADIO

Perfect for office or home, perfect way to say "best wishes" to every Very Important Person and prospect on your list! This new Crosley masterpiece is a distinguished-looking desk clock *and* a beautiful radio, too. Special engineering and circuitry give it a magnificent console-like quality

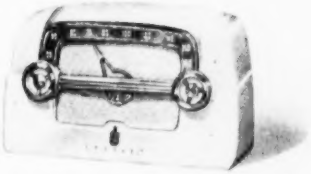
Exclusive Crosley audio system provides remarkably rich bass tones. A unique 3-directional speaker (actually 3 separate sound chambers) seems to radiate sound from entire room rather than from one spot . . . gives amazing "depth" to radio entertainment.

Sensitive transformers keep even distant stations from "drifting," and the V.I.P. can be set to turn itself on or off automatically as well as operate small appliances. Has a buzzer alarm.

Here's the gift you can be sure will be appreciated, admired and enjoyed all year for many years. Four smart colors: Maroon, blue, black, green. Luxurious gold-color trim, luminous hands and inner dial face. Retails for $59.95.

And see how these other Crosley Radios can answer your gift problems

Crosley Clock Color Radio. Superb listening, handsome-looking. Drift-free tuning, automatic volume control, increased sensitivity. Turns itself and appliances on or off automatically. Choice of four colors. Retails for $27.95.



Crosley Coloradio. Powerful speaker mounted in rubber reduces acoustic "feedback" noises. Built-in antenna, phonograph connection. Exclusive Crosley audio system. AC or DC. Four decorator colors. Retails for $39.95.

Crosley Graduate Radio. Sturdy, compact, budget-priced. Has automatic volume control, built-in antenna. AC or DC. Four smart colors. Retails for $19.95.

Brighten your life with a CROSLEY

Division AVCO Cincinnati 25, Ohio

the world's most colorful radio

Premium Department, Appliance & Electronic Division
AVCO Manufacturing Company, Cincinnati 25, Ohio

Please send me quantity prices and information on

- ☐ Crosley V.I.P. Clock Radio
- ☐ Crosley Clock Color Radio
- ☐ Crosley Graduate Radio
- ☐ Crosley Coloradio

Name _____

Firm name _____

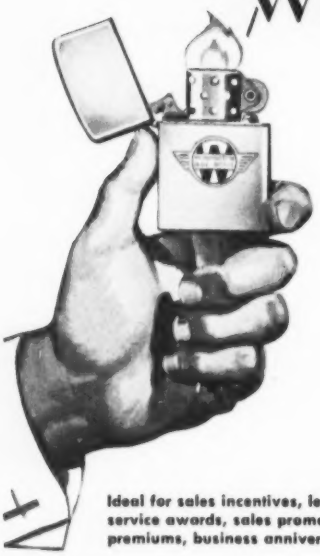
Address _____

City _____ Zone _____ State _____

For more facts circle Readers' Service Card #34

Be there

with Zippo!



Let a Zippo lighter, engraved with your company trade mark, be your ever-welcome Ambassador of Good-Will. Then you will be sure your name will always come up in the best light . . . day after day . . . for years. A Zippo is the one lighter a man will keep with him constantly, at work or when he relaxes, because a Zippo is the most reliable of all . . . lights with a zip even in wind or rain. Find out how *you can be there* with Zippo. Send in the coupon for the facts.

Ideal for sales incentives, length of service awards, sales promotion premiums, business anniversary gifts.

Zippo Manufacturing Company
Bradford, Pa. Dept SM 39
Please send FREE brochure showing Zippo models.

Company.....

Address.....

City.....Zone.....State.....

Att'n:.....Title.....

ZIPPO
THE ONE-ZIP WINDPROOF LIGHTER

In Canada: ZIPPO Mfg. Co., Canada Ltd., Niagara Falls, Ontario. Prices slightly higher in Canada.

FREE repair service—for life!

For more facts circle Readers' Service Card #140

As noted above, many are smokers and appreciate lighters for desk, home table or pocket. Many good ones are available. Zippo received the most mentions.

For the office the Brown & Bigelow Keymatic telephone index pleases many, as do good desk calendars. For those who entertain at the office a Servel office portable refrigerator makes a big hit with the lucky few who get them.

And they can't have too many pens, pencils, combination sets. Their tastes are varied, and all leading brands received multiple mentions.

Liquor—the answer is "yes," and in general they mention Scotches more frequently as receivers than as givers.

They like *Fortune, Reader's Digest, U.S. News & World Report, Life, National Geographic.*

Fishing equipment runs a close second to golfing equipment in the sports sector, and whether in the dining room or out at the barbecue pit they are strong for steak knives and cleavers, with a good sharpener at the right hand.

The largest number of specific brand mentions went, in order, too:

Zippo lighters
Brown & Bigelow "Keymatic" index
Fruit-of-the-Month
Fortune
Swiss Colony Cheese
Jefferson clocks
Ronson lighters
Paper-Mate pens
Parker pens
Spalding golf balls
Old Forester
Telechron clocks
Cory sharpeners
Johnnie Walker
Gerber cutlery
Pendleton shirts
Haig & Haig
Carvel Hall cutlery
Ballantine
General Motors spotlights
Chatham blankets

And there you have the recipe for keeping a sales executive happy.

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.

GOOD DESIGN

#680—Saturn—Aluminum Ice Bucket highly polished to a silver-like finish, 3 decorative ring handles, insulated silvered glass liner, about 2 qt. capacity. List $15 less 25%, ppd.

#500 — Beautiful New Big Apple Ice Bucket, successor to our very popular Original Big Apple—highly polished Anodized Aluminum, red or black finish, American Thermos Liner, about 2 qt. capacity. List $21 less 25%, ppd.

#215—Striking Black Anodized Aluminum Candy Dish or Silent Butler, brass cover and accessories. List $6 less 25%, ppd.

#3500—Handsome Pigskin Leatherette or Walnut-finished Ice Bucket, brass accessories, American Thermos Liner, about 2 qt. capacity. List $21 less 25%, ppd.

#244T—Colorful Tumblers and Tray—tall, attractive Aluminum 12 oz. tumbler set, beautiful serrated finish in red, blue, green, gold, copper and silver, on a lovely Aluminum tray, polished to a silver-like finish. List $6.75 less 25%, ppd.

Everyone loves to receive a beautiful gift—and there's sustained satisfaction and reward in giving the best, too. A gift from Henry and Miller is truly a compliment to the discriminating good taste of the one who gives as well as to the "special" character of the person who receives it.

▶ Make your selections now and order early! Beautifully gift-wrapped packages will be addressed and mailed anywhere in the U.S.A., postage prepaid. Henry and Miller will be happy to enclose any personal gift cards you may wish to send. *Discount does not apply to single orders.*

Giftwares Division

HENRY AND MILLER INDUSTRIES, INC.

675 GARFIELD AVENUE, JERSEY CITY 5, N. J. • HEnderson 4-4200

For more facts circle Readers' Service Card #148

Our Customers Say—

"Give a Smile-Pak and let the name and services speak for themselves."

The Smile-Pak Grasshopper
An ultra-modern luggage-piece—exquisitely packed with delicious foods. #340-A **$21.50**

The Smile-Pak Kooler
Scotch Kooler Food Paks in one gallon, two gallon and four gallon capacities from **$5.00** up to **$24.50** Deluxe. Saddle Leather Trimmed Kooler food-paks, four gallon capacity, up to **$45.00**—Series #330.
The above illustrations represent only two of a great many food gift packages available to industry on a wholesale servicing level.

Smile-Pak:
Services any budget.
Ships anywhere.
Allows no gift duplications.
Does not solicit customers recipient list.
All prices are F.O.B., Smile-Pak plant, Akron, Ohio.
Inquiries will be handled promptly.

Smile-Pak, Inc.
77 EAST MILL STREET
AKRON 8, OHIO

For more facts circle Readers' Service Card #172

A Quick Sampling of Best-Liked Gifts

Just as we did in the case of 50 consecutive answers to the question about gifts that made the biggest hit with customers, we selected 50 middle-of-the-pack returned questionnaires and noted the answers to the question, "What business gifts have you received during the past five years that pleased you most? (Brand names will be appreciated.)"

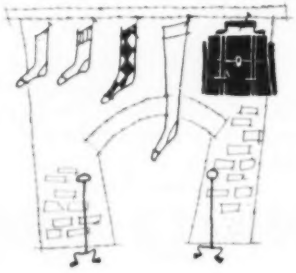
Thermometer-barometer combination.
Personalized stationery.
Liquor.
Brown & Bigelow desk shears and opener.
Portable bar set.

Zippo table lighter.
Brown & Bigelow Keymatic telephone directory.
Ronson desk lighter.
Woolen blanket in stadium case.
Old Forester bourbon.

Gerber "Legendary" cutlery.
Jefferson electric clock.
Pocket wallet.
Zippo pocket lighter.
Brass wastebasket; fireplace accessories.

Combination flashlight and key holder.
Hams for family; blankets and towel sets "for the Mrs."
Remington electric razor.
Fruit; Ronson lighter.
Prince Gardner billfold.

Kalamazoo celery; jellies and jams.
Stainless steel "gadget" pocket knife.
Liquor.

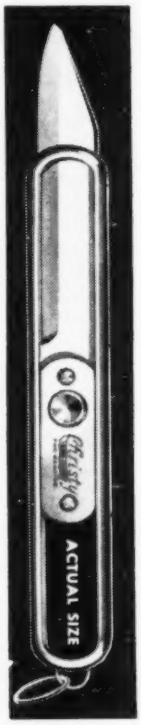


A Gift They
REMEMBER!

It's a gift they will KEEP—and USE! . . .

CHRISTY
Sliding Blade
KNIFE

"Handiest pocket knife ever designed!" . . . A smart, "dressy" pocket knife that is amazingly useful . . . A gift that creates lasting goodwill.



A DOZEN TIMES A DAY
. . . he'll use his Christy Knife and be grateful to you!

A quality item made by one of America's oldest and most respected cutlery manufacturers. ALL blades, finest razor steel, chromium plated.

COMPANION (Standard) **MODEL** Polished stainless steel frame, attractively boxed.

3 DELUXE MODELS Beautiful combinations of rolled gold plate, mirror finished chromium and high polish stainless steel. Handsomely gift boxed.

PENNY JINGLE BOX A clever and popular idea. Red box with green tray, bright new penny inset above knife, catchy jingle printed below. May be had with all models.

Also available with
ETCHED BLADES

Your company name, trademark or advertising message can be neatly and permanently etched on blade by deep acid etching process. Complete etching details sent upon request.

The famous CHRISTY Sliding Blade KNIFE is a most acceptable and beneficial business gift. Quantity prices and complete details upon request. Write your specialty jobber or direct to

The CHRISTY Co.
911 Dickinson St.
Fremont, Ohio

For more facts circle Readers' Service Card #161

DELICACIES FROM NATURES GARDENS

NO EFFORT SPARED
To Preserve
the EXQUISITE
Perfection of
NATURES FLAVOR

Luscious Premium Items
Pure Maple Syrup
Wild Rice
Wild Flower Honey
Wild Fruit Jams & Jellies

SENSATIONAL
New Gift Boxes

Beautiful Heat Engraved Personalizations on Genuine Indian Handcraft Packages For Modest added Cost.

Prices Ranging From
$2.00 to $15.00

A NEW FAVORITE
THE RED BOW GIFT
=224-A1

1—12 oz. can of Fancy-Pre-Cooked Wild Rice
2—7 oz. Jars of Pure Maple Syrup.

Lots of 12 — 3.90 ea.
Lots of 1,000 — 2.65 ea.

See Your Advertising Specialty Jobber or Write

Holbert Brothers
Onamia, Minn.

For more facts circle Readers' Service Card #154

Steak knives; sandwich board; tray and coaster set.
Chopping block; Potato French Fryer; blankets, whiskey.
Gift certificates.
Golf accessories, fishing equipment, playing cards.

Blankets; sports equipment.
Magazine subscriptions.
Desk memo pad.
Armour "Star" baked ham; "Zippo lighter with my signature on it."
Dartnell diary.

Wilson and Spalding golf balls.
Subscriptions to *Fortune* and *U. S. News & World Report.*
Hamilton Beach mixer.
General Motors Spotlight.
Taylor thermometer.

Carvel Hall steak knives; thermos ice bucket.
Sunbeam knife sharpener.
Subscription to *Reader's Digest.*
Philco clock radio.
G.B.D. English pipe.

Elgin watch.
La Corona cigars.
Goodrich plastic garden hose.
Binoculars; leather shaving kit.
Fruit-of-the-Month club.

Telechron desk clock.
Cannon towels—complete set.
Waring Blender.

To a busy executive (or his secretary)
HERE'S A
SWEET GIFT IDEA!

FREE COLOR FOLDER TELLS ALL

Solve your Business and Personal Gift problems with Mary Clark's wonderful sweets. Absolutely unlike all others. Candy, puddings and confections sealed in colorful Dresden China-like wax packages. Every spicy, delicious bit of their kitchen goodness perfectly preserved. To give them is to say, "We Care." Any quantity — anywhere — On Time!

reasonably priced . . . less your commercial discount

SEND NOW

Your request will bring by return mail our colorful, fully illustrated folder: Write Wagner & Vorhis, 628 E. Colorado St., Glendale, Calif.

For more facts circle Readers' Service Card #166

For a partial list of the companies contributing to Sales Management's 1953 Christmas gift survey, see page 106.

NOT SOON FORGOTTEN LIKE FOOD AND LIQUOR

The EXECUTIVE Line

The Executive Desk Pal No. 300
Lustrous Walnut Bakelite, with two deep wells, scads of 3x5 memo paper.
Blank sample — $1.50 pstpd.

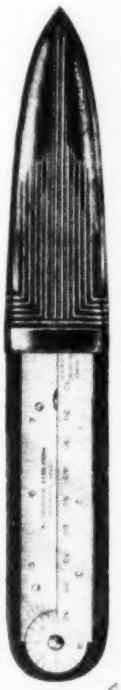
Reminds of You and Your Products Every Hour of the Day

Your firm name, slogan or trademark on an Executive Line Advertising Specialty not only makes a distinctive, practical gift for your customers and business prospects, but builds good will and acts as a constant reminder of your organization.

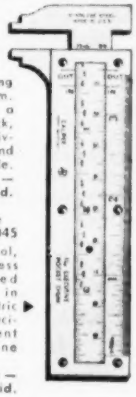
The Executive Line is distinguished because each and every item is carefully designed to be extra valuable, extra useful and to render a lifetime of use.

BILL CLIPS • LETTER OPENERS
TAPE MEASURES • STEEL RULERS
NOVEL PAPERWEIGHTS • KNIVES
CALENDARS • LIGHTERS
PLASTIC FOLDING 6-FOOT RULERS AND YARDSTICKS • PEN SETS

The EXECUTIVE LINE products are available from most good Advertising Specialty firms or mail coupon TODAY, attached to your letterhead.



Triple Threat Letter Opener No. 1102
Stainless Steel
Handle — folding 8" ruler, a mm. measure and a protractor. Back, a decimal equivalent table and reduction scale.
Blank sample — $2.00 postpaid.



Pocket Slide Caliper No. 1045
Multiple use tool, 18-8 Stainless Steel. Etched calibrations in inches and metric system and decimal equivalent table. Genuine leather case.
Blank sample — $2.00 postpaid.

The Executive Ruler Knife No. 503

All steel—lifetime construction. High temper carbon cutlery with 2 full mirror-polished blades. Wafer thin, lightweight. Three scales.
Blank sample — $2.00 postpaid.

The EXECUTIVE LINE, 136 W. 54 St., New York 19, N.Y.
Send free catalog and prices. I am enclosing $ for following blank samples (checked).
No. 300 ☐ No. 1102 ☐ No. 1045 ☐ No. 503 ☐
Name
Firm's Name
Address
City Zone State

SM-53

For more facts circle Readers' Service Card #156

Gift...Prize...Award ...or Premium

Whatever ***your*** *need* it will be worth your while to look over the excellent cutlery values made by Imperial. Three factories produce a complete range of products in pocket knives, household cutlery and stainless tableware.

FOR DEALER PREMIUMS, SELF LIQUIDATORS

Jack-master
N-1800ST, Retail 59¢

Fine steel blades, highly polished, *lots of value.* Many items. 39¢ to $5.00 retail.

FOR CATALOG PREMIUMS, CONTEST PRIZES, SAFETY AWARDS

Veri-Sharp
TK-22, Retail $5.00

All the sales features of expensive cutlery, yet very low priced. High-Carbon Stainless, Frigid Tempered, Hollow Ground. Complete line — sets or open stock. Also *DeLuxe* . . . with Strata-wood handles.

FOR SALESMEN'S AWARDS OR BUSINESS GIFTS

Schrade-Walden
809M, Retail $5.00

The finest knives in the world. Tool steel blades so sharp and tough they will shave a steel bolt. Hand-crafted to a beautiful finish. $3.00 to $125.00 retail.

FOR COUPON PREMIUMS, CATALOGS, PRIZES

Stainless by Imperial
V-2, Retail $2.50

Rich finish, triple-graded, lovely patterns. Sets, chests or open stock.

For the best possible values in the cutlery field choose from the extensive cutlery line made by...

Imperial
KNIFE ASSOCIATED COMPANIES, INC.
Providence, R. I.

General Sales Office: 1776 Broadway, N. Y. 19, N. Y.

One of the largest producers of cutlery in the world
Stainless Tableware by Imperial · Schrade-Walden Pocket Knives
Imperial Jack-master Pocket Knives · Ulster Pocket Knives
Imperial Veri-Sharp DeLuxe Household Cutlery
Imperial Veri-Sharp Household Cutlery

For more facts circle Readers' Service Card #63

The Leaders in Brand Mentions

From the 1,311 questionnaires sent in by Sales Management subscribers, the following brands stand out in the answers to the three questions where brand names were requested, those being gifts made in 1952, gifts most popular with customers, and gifts received which were most pleasing. They are ranked in order of mentions, but after the top dozen or so, the race is very close and there are a number of ties.

Group 1

Zippo lighters
Brown & Bigelow Keymatic phone index
Fruit-of-the-Month Club
Ronson lighters
Fortune subscriptions
Skotch Koolers
Paper-Mate pens
A.S.R. lighters
Jefferson clocks
Dartnell Diaries
Cory sharpeners
Swiss Colony cheese
Gerber cutlery
Brown & Bigelow pocket secretaries
Life subscriptions
Cory coffee makers
U.S. News & World Report subscriptions
Parker pens
Little Butch chopping blocks
Reader's Digest subscriptions

Group 2

Evans lighters
Maytag Blue Cheese
Telechron clocks
Brown & Bigelow lighters
Smithfield hams
Pendleton shirts
Carvel Hall cutlery
Shaeffer pens and pencils
Waterman pens
Old Forester whiskey
Canadian Club whiskey
Bruce chopping blocks
Cheese of the Month
Swift hams
S.S. Pierce products
Cobb fruit
Wolferman fruit cakes
Fin 'n' Feather products
Old Taylor whiskey
Kemper-Thomas desk accessories

Group 3

Wiss scissors
Norma pencils
R.C.A. radios
Old Grand Dad whiskey
Remington electric razors
Prince Gardner wallets
St. Mary's blankets
Flint and Ekco knives
Ibroc chopping blocks
Airguide thermometers
Wilson sports equipment
Bausch & Lomb binoculars
Spalding golf balls
U.S. playing cards
General Motors spotlights
La Corona cigars
Southern Comfort liquor
Rand McNally atlases
Philco radios
Armour hams

UNIQUE AND MOST WELCOME *Gifts*
For Goodwill Building — For Advertising!

MONKEY 'SWIVL-SNUFFA'

HAMILTON

DeLuxe CHROME PLATED
***Safety* ASH TRAYS**
WITH OR WITHOUT IMPRINTS

CROW ASH TRAY

'SWIVL-SNUFFA' ASH TRAYS
Available in assorted ornaments

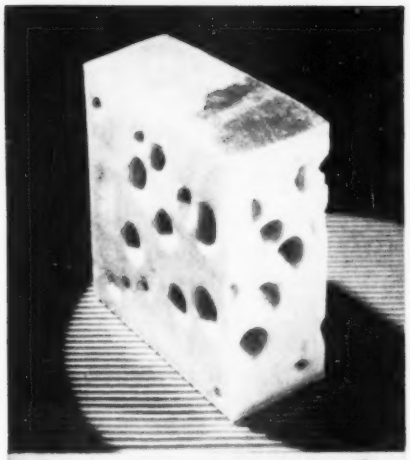
Novel · Practical · Useful

HAMILTON Self-Snuffing, safety ash trays are finely crafted and luxuriously Chrome Plated. Different, Distinctive, Decorative — for home and office. A sparkling, useful gift for anyone . . . anywhere. Permanent reminders at surprising low cost.

Write for Catalog of Complete Line

Manufactured by **ERIC WEDEMEYER, Inc.** 230 Fifth Ave., New York 1, N. Y.

For more facts circle Readers' Service Card #138



Send a Gift the Whole Family can enjoy

Wisconsin's Finest Cheese

You'll sell yourself to your customer *and* his family when you send a Gift Box chuck full of Blue Mounds Select Aged Cheese.

Every piece of Blue Mounds cheese is aged and cured to perfection, the process which for centuries has produced the finest cheese delicacies. Each Gift Box you order will be attractively wrapped and carefully packed — insuring fresh and safe arrival to your customers, business associates and friends.

Let us take care of *your* Christmas List this year. Don't forget — every Blue Mounds customer must be 100% satisfied or your full purchase price will be refunded.

Christmas Greetings
To:

Geneva Box

This beautifully packed Gift Box contains choice cuts of Aged Swiss, Cured Cheddar, Aged Brick, Port Salut and a wedge of Aged Bleu. An ideal Christmas Gift with flavors for all the family. Solve your gift problems by sending the Geneva Box . . . a Blue Mounds favorite.
NET WEIGHT 5 LBS. $6.15 POSTPAID

Wisconsin Box

A gift of beauty under the Christmas Tree. Contains Aged Swiss, Cured Cheddar, Aged Brick, a wedge of Aged Bleu and a Smoky Roll. You'll be sure to please with this generous "Gift of Good Taste" from Blue Mounds.
NET WEIGHT 3 LBS. 2 OZS. $4.15 Postpaid

• Badger Box

As Wisconsin as its name . . . and the gift de-luxe. Chuck full of Blue Mounds best . . . Aged Cheddar, Aged Swiss, Port Salut, Sharp Brick, Bleu Cheese, Sharp Cheddar and Aged Brick. A truly generous selection for the ultimate in cheese gifts.
NET WEIGHT 10 LBS. $11.65 POSTPAID

• Bern Box

A sure way to please that long list of friends you want to remember. Here are 3 of Wisconsin's best known cheeses . . . and all are universal favorites. Give the Bern Box with Aged Swiss, Aged Cheddar and Aged Brick, each kind a Blue Mounds specialty.
NET WEIGHT 3 LBS. $3.75 POSTPAID

• Honey Box

Six wonderful flavors of fresh Wisconsin honey . . . Clover, Buckwheat, Basswood, Spanish Needle, Wildflower and Goldenrod. Real golden goodness from Wisconsin . . . land of milk and honey.
NET WEIGHT 3 LBS. $2.95 POSTPAID

• The Varsity

Three popular cheeses make up this taste treat from Blue Mounds. Contains Cured Cheddar, Aged Brick and a Baby Gouda . . . an ideal gift for your friends.
NET WEIGHT 2 LBS. 9 OZS. $3.50 POSTPAID

Add 25c extra for packages addressed West of Denver

Send Your Order Today

BLUE MOUNDS CHEESE MART

P. O. BOX 2055 MT. HOREB, WISCONSIN

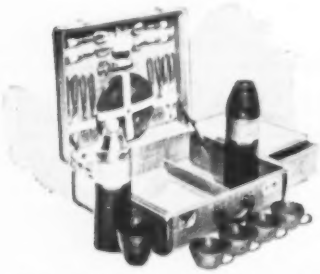
Bank Reference: State Bank of Mt. Horeb, Mt. Horeb, Wis.

A Beautiful full color folder of Gift Cheeses will be sent to you on request!

For more facts circle Readers' Service Card #15

For Gifts and Awards...
There's nothing like
UNIVERSAL

UNIVERSAL "Scotsman" 3 in 1 Outing Set The colorful Scotch Plaid zippered carrying case is as handsome as it is sturdy. Has quart size food jar for solid foods and quart vacuum bottle for beverages plus a sandwich box. Retails for $14.95.



UNIVERSAL Motor Luncheon Set
Here's a complete service for four—dishes, knives, forks, spoons, salt and pepper shakers, cups, 2 quart size vacuum bottles and large metal sandwich box. Retails for $32.95.

UNIVERSAL Ice Cube Bowl and Tab-L-Server
Keeps 30-40 ice cubes for hours and is perfect for serving hot foods. Will not break. Retails for $17.95.

UNIVERSAL Vacuum Pitcher Set
Keeps water or beverages at constant temperature. Complete with matching tray and glasses. In chrome, walnut, mahogany, bronze, ivory or gray. Retails from $21.95.

Write today for samples and further details

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.
For more facts circle Readers' Service Card #69

"We Don't Believe in Christmas Gifts"

If not, why? Sales Management summarizes questionnaire returns from the companies that have no gift program.

Twenty-five percent of the SALES MANAGEMENT respondents did not present gifts at Christmas-time last year, although some of those have a policy of making gifts at other periods of the year. Among the reasons given for never having a policy of Christmas giving or having one but discontinuing it are the following:

A machine tool manufacturer says, "We discontinued the Christmas gift program in 1952 because so many customers wrote us that their company prohibited acceptance of gifts," while a petroleum marketer says, "I strongly believe that there's no place in business for Christmas gifts. Selling quality products and the tops of service throughout the year are the best gifts a customer can receive."

A maker of filters says, "We used to send gifts but last year decided against it because of the problems of (a) selecting a suitable gift, (b) deciding who should get them, (c) excessive cost and (d) the irritation that some people feel when they do not receive gifts and others do." A maker of oil field equipment discontinued Christmas giving two years ago and comments, "We can't see that the discontinuance of giving gifts has affected our business in any way but it has saved us between $5,000 and $10,000 a year."

A tool manufacturer goes all-out in discouraging Christmas giving, saying, "this whole program is a desecration of the spirit of Christmas. It is disguised bribery and is on the level of the old Chinese custom of sending gifts to the judge before the case comes to court. Any other questions?"

An Ohio maker of electric heaters has nothing against Christmas giving as a policy but feels that he can't compete with the larger firms in his industry and "if we can't do it the right way then we prefer not to do it at all."

A New England manufacturer of bath and copper products makes the pointed remark, "We have not needed Christmas giving to stimulate sales for over twelve years. This will change, however." Another New England manufacturer says, "I feel that the risk of overlooking key assistants in a gift program far outweighs any advantages the program may possess."

One of the most interesting re-

You'll be REMEMBERED
When you give
RARE EVERGREENS
by Kirk's

"HOME DECORATOR." Clever "playhouse" box of choice Evergreens from the Pacific Northwest. Contents: beribboned door charm; 2 cedar wreaths; English holly with bright red berries; selected boughs of pine, fir, cedar; mistletoe decorette.

Prepaid in U.S.A.
$7.50

OTHER GIFT SUGGESTIONS

Large "Treasure Chest" assortment	$10.00
Large box berried English holly	3.45
Alpine fir wreath, (20 in. diameter)	3.50
Large decorative "door charm"	3.75

QUANTITY DISCOUNT
Discount of 5% on orders of 100 or more units

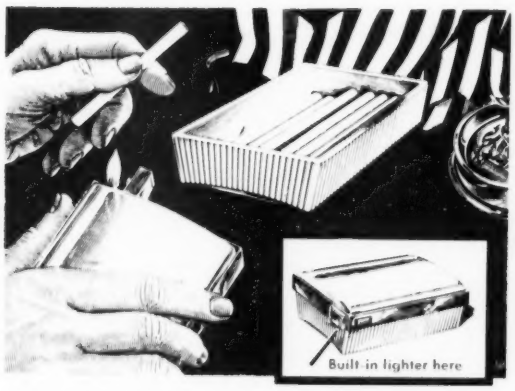
Order now or write today for complete descriptions and details

KIRK'S EVERGREENS, Dept. 50-K, Tacoma 1, Washington
America's largest shipper of Christmas trees and florists' greens
For more facts circle Readers' Service Card #171

℞ FOR YOUR CHRISTMAS BUSINESS GIFTS

Luxurious A·S·R Ascot Lighters @ BUDGET PRICES

Ascot again leads the field in the precision design and styling of pocket and table lighters. Unmistakably, Ascot is the "World's Most Beautiful Lighter" for Christmas remembrance. A gift to be treasured . . . one that will last a lifetime. All Ascot Lighters are handsomely gift packaged.

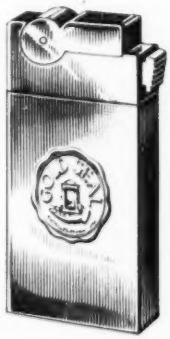


THE CIGARETTE BOX LIGHTER . . . with the lighter in the *lid!* Such a welcome gift! Such an unusual gift! So new, so smart, so useful! Imagine — a famous Ascot precision lighter is built right into the lid of a beautiful ivory China cigarette box! Ideal for any room, any setting, any hostess. **$9.95***

DEMI-TASSE LIGHTER . . . graceful companion piece "that goes with" any style of flat or hollow ware. Adds the finishing touch to the after-dinner ritual of coffee and cigarettes. In tarnish-resistant rhodium finish **$12.50***

Also available in presentation box with three matching ash trays at **$14.95***

#505 WIND-PROOF
Bright, chrome finish. 14,000 lights with Ascot's famous 'year-long' flint. A real wind-proof lighter. **$5.50***



#440 BRUSH CHROME
Soft satin chromium finish. Handsomely designed — a beautiful gift. **$5.50***

All lighters can be personalized; with machine engraving, corporate insignia or engraved trade-mark.

*Mfr. Tax Incl.

Lighter Div., A·S·R Corp.
315 Jay Street, Brooklyn 1, N. Y.

Am interested in approximately _____ lighters.

Please send me your new 4-page, full color Ascot Gift Lighter Catalog and prices.

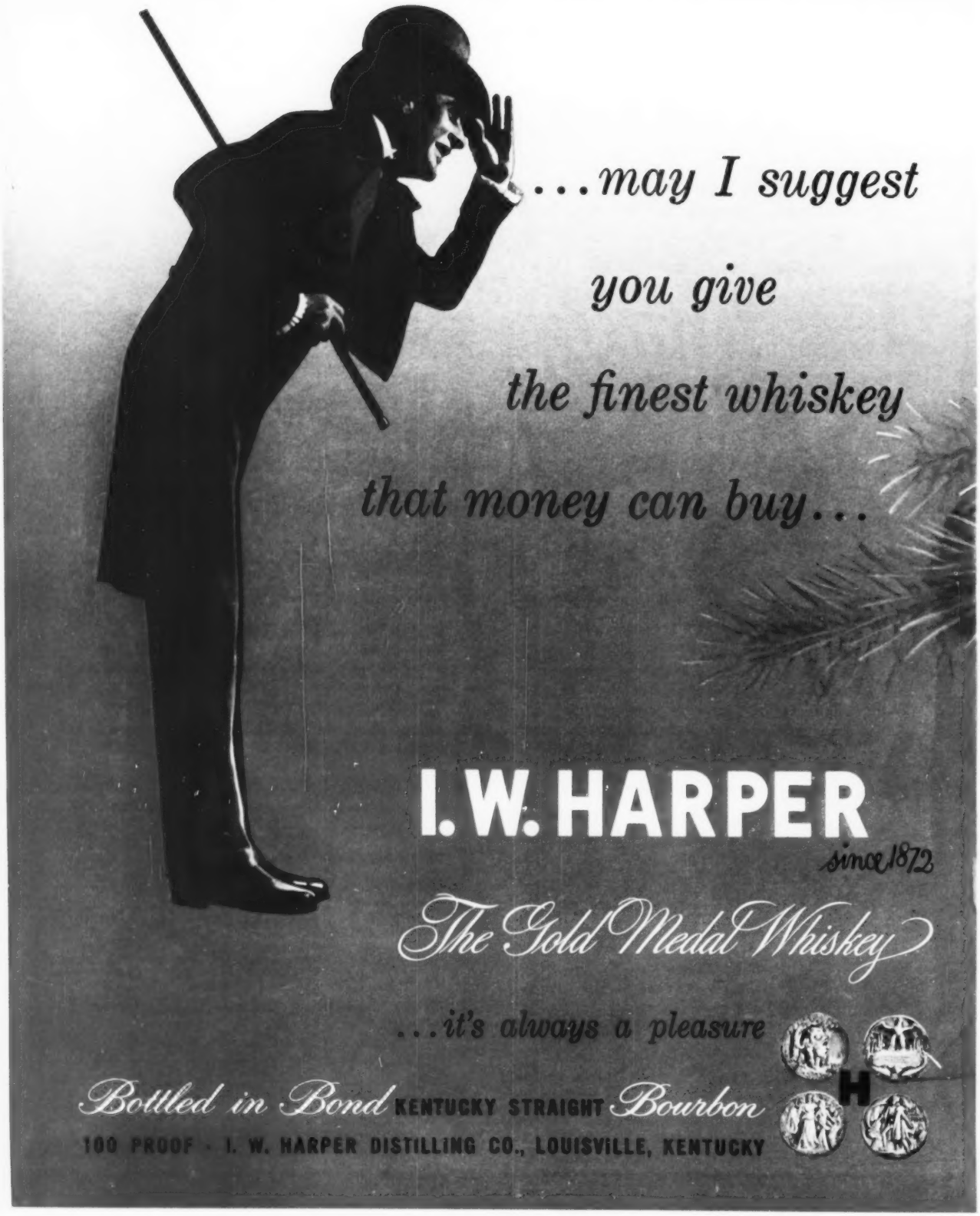
Quantity discounts available!

Company .....

Address .....

City ..... Zone ..... State .....

Att'n ..... Title .....


...may I suggest
you give
the finest whiskey
that money can buy...
I. W. HARPER
since 1872
The Gold Medal Whiskey
...it's always a pleasure
Bottled in Bond KENTUCKY STRAIGHT Bourbon
100 PROOF · I. W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY

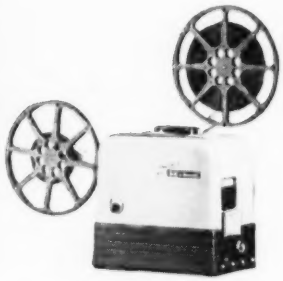
Season's Greetings
I.W.HARPER
DELUXE DECANTER IN
RICH VELVETY GIFT BOX
AT NO EXTRA COST
The Most Prized Whiskey Gift of the Year

"We **grounded** our high training costs"

McDONNELL AIRCRAFT CORPORATION

"We cut costs of training our aircraft workers with low cost sound movies we make ourselves using the wonderful Bell & Howell 202."

KENNETH E. DeMOTT
Training Supervisor
McDonnell Aircraft Corporation
St. Louis, Missouri



New! Magnetic Filmosound 202 16mm recording projector lets you add sound to your movies easily, inexpensively. Add sound to old silent films, change sound to fit specific needs. Runs optical and magnetic sound movies. From $699.

Filmosound 285 shows optical sound or silent films. Brilliant pictures, full, natural sound at all volume levels. From $449.95.

Find Out Today How Bell & Howell *Can Help You!*

They learn **faster,** remember **longer** with **Sound Movies!**

McDonnell Aircraft made their own low-cost sound movie to train sheet metal assemblers in their aircraft plant. The movie was made possible through the Filmosound 202 recording projector which enabled them to add their own sound track. An estimated 6000 aircraft trainees have seen the film.

This manufacturer of helicopters and airplanes knows that no other training tool equals sound movies for fast, effective teaching at low cost. McDonnell also uses movies as sales tools . . . and this company relies on dependable Bell & Howell equipment.

In business, industry, church and school, more and more sound movies are used to solve difficult and costly problems.

Bell & Howell offers a wide variety of the finest picture equipment to help you do the best job at lowest cost.

Bell & Howell

makers of the world's finest motion picture equipment

Bell & Howell Company
7190 McCormick Road
Chicago 45, Illinois

Please send me, without cost or obligation, complete information on sound movie equipment for use in: ☐ Industry ☐ Home ☐ Church ☐ School

NAME .....

ORGANIZATION .....

ADDRESS .....

CITY .....

COUNTY ..... STATE .....

Give Him DRAMBUIE

The Cordial with the Scotch Whisky base

A gift of Drambuie honors both the recipient and the giver. Made in Scotland since 1745 from the secret recipe of Prince Charles Edward's personal liqueur—and formerly produced only for the Princes and Peers of the Realm—Drambuie is the only cordial with a Scotch whisky base.

For a luxurious after-dinner adventure, there is nothing like a "dram of Drambuie." Its unique dry flavour and exquisite bouquet make it the world's most distinguished cordial. The price, including taxes, is under ten dollars a bottle.

Imported by W. A. Taylor & Co., N. Y. • Sole Distributors for the U. S. A.

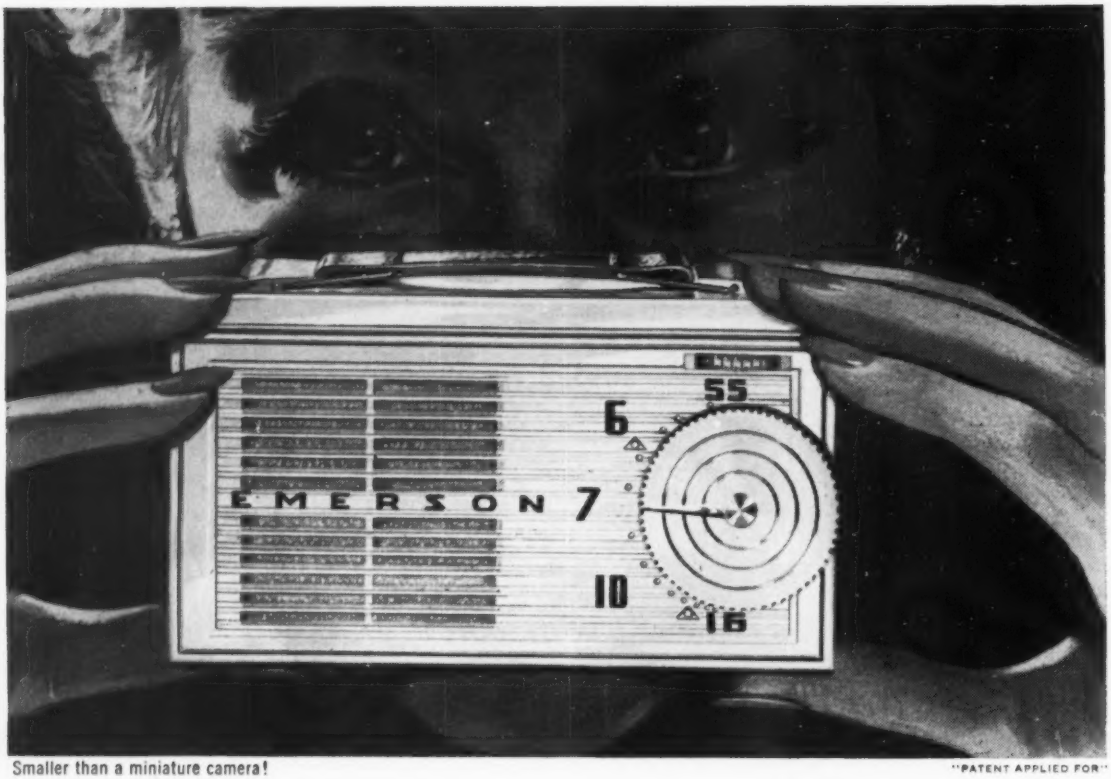
The distinguished new Bonnie Prince Charlie gift box.

80 PROOF

Try Drambuie "ON THE ROCKS"

There are two delightful ways to enjoy Drambuie—"on the rocks"—in an "old fashioned" glass—with twist of lemon peel if desired—or in the traditional cordial glass.

For more facts circle Readers' Service Card # 48



Smaller than a miniature camera!

"PATENT APPLIED FOR"

Give the New Emerson "Pocket Radio"

WORLD'S SMALLEST PERSONAL PORTABLE

Important Gift for Important Persons!

A thrilling gift! **Model 747**

THERE'S NO OTHER GIFT LIKE IT! A gift with everything it takes...to please people who "have everything."

ONLY 6" WIDE, 1¼" DEEP! Weighs less than a pound. You'll wonder how man can create anything so small, yet so perfect!

REMARKABLE TONE AND POWER! Made possible by miraculous sub-miniature parts. It's a gem of design...packed in its own "jewel case" gift box.

THRILL A BUSY EXECUTIVE (*and* his family) ...give the Emerson "Pocket Radio"!

There's an Emerson radio, in smart decorator colors, for every purpose and purse.* $14.95 *up.

So small—tucks into a small purse!

So small—fits a man's breast pocket!

Emerson

America's Best Buy! Over 14,000,000 Satisfied Owners!

Emerson Television and Radio

* REG. U.S. PAT. OFF.

For information, write Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.

For more facts circle Readers' Service Card #83

NOW! IT COSTS LESS...TO GIVE THE BEST*

D-154,945
Other
Pats.
Pending

Nationally Advertised **Ritepoint** sells for you . . . every hour . . . every day!

A perfect pair to give you double-duty gift value.

Choose your pen, pencil or set from the world's largest selection.

Ritepoint
PATENTED
"See-the-fluid" LITERS

PRICES REDUCED AS MUCH AS 30%

● ALWAYS A LITE . . . with Ritepoint. That's why your message will be seen every hour — every day! The "See-the-fluid" feature and the easy re-filling mechanism, plus the extra flint holder assures constant use of Ritepoint Liters!

**Rated best manual type lighter by unsolicited, independent laboratory tests.*

RITEPOINT CO. • DEPT. A. S. D. • ST. LOUIS 19, MO.

☐ Send free catalogue. ☐ Have representative call.

Name _____

Position _____

Company _____

Street _____

City _____ Zone _____ State _____

RITEPOINT CO. • DEPT. A. S. D. • ST. LOUIS 19, MO.

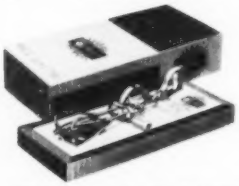
For more facts circle Readers' Service Card #101

Gifts his whole family will enjoy!

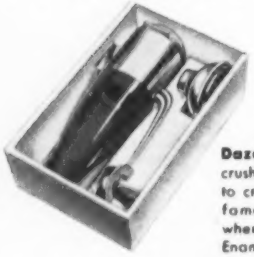
Handsome and useful gifts—not just for your customer or employee—but for his whole family . . . that describes the famous Dazey Line of Kitchen Helps. You can buy them singly or in special gift-packaged combinations of two, three, four and five items. Prices range from $1.50, for the lowest-priced single item, to $33.00 for the complete deluxe 5-item gift box. If you are not already familiar with Dazey Kitchen Helps, see them at your local gift, hardware, household appliance or department store. If your list runs long, write us direct, on your company letterhead, for catalog and quantity prices. DAZEY CORPORATION, ST. LOUIS 7, MISSOURI.

Dazey Deluxe Can Opener—Table Top Model 78C . . . Has all the features of the famous Dazey wall type can opener, including magnetic lid lifter. Opens round, square or oval cans. Height adjusts from short to tall 46-oz. juice cans. Red, Yellow, White . . . Retail price **$7.95.** Same without magnetic lid lifter (Model 70) **$6.95.**

Wall Type Model 88C (White, Red or Yellow) **$5.49.**



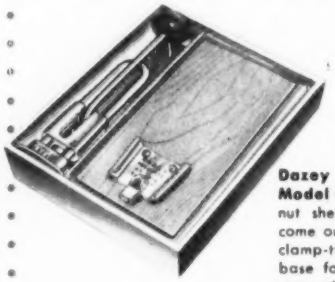
Dazey "Blend-R-Mix"—Model 810C . . . Blends, whips or mixes anything mixable. Adjustable handle permits either right or left hand use. Easy to operate! Easy to clean! Rust proof . . . Chrome and Red, Yellow, Green, or Black handle. In Beautiful Gift Box. Retails for **$5.95.**



Dazey "Cocktail Hour"—Combination ice crusher and cocktail shaker. Instantly adjusts to crush ice fine, medium or coarse. Fits the famous Dazey wall bracket. Perfect . . . wherever crushed ice is used. PK-5 White Enameled body; Red, Black, Yellow, or Green transparent cup . . . Retail price, **$11.95.** PK-5AC All Chrome body . . . Black transparent cup . . . Retail price, **$13.95.**

This beautiful gift package set of the Dazey Egg Beater, Triple Ice Crusher, Juicer, Deluxe Can Opener and Sharpit (knife and scissors sharpener) are as beautiful as they are useful. Gift Package PK-4C (Red, Yellow, or White with Chrome trim) Retails for **$28.98.** Gift Package PK-4AC (All Chrome) Retails for **$32.98.** Other Dazey gift packaged sets from **$8.98** to **$19.98.**

Dazey "Sharpit"—Table Top Model 915C . . . Features twin sharpening wheels—one for sharpening—one for honing. Holds firmly to non-porous horizontal working surface by means of vacuum cup. Easily removable and portable. Red with Chrome trim. Retails for **$7.25.** Same with single wheel (Model 905C)—**$6.25.**



Dazey "Crackit", Nutcracker Set—Model PK-11 . . . Cracks ends . . . splits nut shell lengthwise, so that nutmeats come out uncrushed. Special spring steel clamp-type bracket attached to wood base for quick easy mounting. In handsome gift box—**$5.95** retail.

Be sure

- *Be sure to please him—*
- ***Be sure to please his family—***
- *Be sure to give the best—*

it's a DAZEY

AMERICA'S BEST-KNOWN LINE OF SMALL KITCHEN APPLIANCES

For more facts circle Readers' Service Card #35

sponses came from a Detroit manufacturer who for the past two years has had an entirely different type of Christmas gift. "We have contributed the funds we would normally spend on gifts for our customers to the *Detroit Free Press* Fresh Air Camp, which is sponsored by that newspaper, and these funds have been used to send 360 underprivileged youngsters to camp for an entire week each summer. We have done this as a matter of giving 'for' our customers rather than 'to' them. It has been tremendously received by every segment of the markets we serve, not to mention the little youngsters who otherwise would not have an opportunity to go to camp." The company sends a "Christmas-in-August" folder to its customers showing what their denial of a Christmas gift meant to poor youngsters on the receiving end.

Some Are Just Plain Dubious

The great majority of respondents say that they would have a Christmas gift policy even if none of their competitors had one, and an even larger number say that the excess profits tax has no bearing on gift decisions.

But about every fifteenth respondent has some reservations such as the one expressed by a Missouri manufacturer: "We doubt the value of Christmas gifts and would like to discontinue them if we could do it gracefully—or if our competitors would stop."

A glass company sales manager says, "We feel that gifts can really get out of hand and that we must give consideration to the effect they have on our customers. It must be understood that it is really a *gift* and not a bribe."

A road machinery manufacturer who spent about $3,000 last year on his list says, "The whole practice has no place in business but has grown because of the tax situation and the fancied necessity of keeping up with the Joneses."

The maker of an electrical machine says that the investment is not worthwhile unless "followed up by personal letter or calls," while a rolling mill vice-president complains that it's almost impossible to find many customers who do not receive duplicate gifts.

A large pharmaceutical manufacturer says, "I think gifts are a nice gesture but nevertheless an unnecessary practice. Someone started it so we follow. It's a problem not easily overcome."

A Boston company is toying with a relatively unselfish idea. Last year it gave $15 electric clocks, $6 bottles of liquor, $3.50 pens and $1 pencils to 700 customers but says, "We're thinking of taking this money and putting it into a college endowment fund for study of our industry."

A Pleasure to Give... A Joy to Receive

Choice Assortment of Wisconsin's Finest NATURAL AGED Cheese

The gift ideal for your most loyal customers — most valuable employees. Woody's "Holiday Treat" assortment includes two 8 oz. wedges of tangy Aged Cheddar, one sharp, one mild; 8 oz. of rich, "mellowed" brick; 8 oz. of zestful Applewood Smoked Cheddar spread; 5-1/3 oz. of delectable Bleu; 8 oz. of Woody's Chunk O'Gold — the canape favorite; and 8 oz. of Continental type Balgique (a creamy process blend — exclusively Woody's). Here's nearly 3½ lbs. of Wisconsin's finest cheese to delight the whole family. Simply send your Xmas list — cheese and delivery guaranteed. Only $4.95 postpaid. West of Denver add 35 cents.

Woody's has many other gift packages from $2.50 to Executive types at $14.25 postpaid. Write for descriptive folder.

BE SURE IT'S

Woody's

WOODY'S CHEESE CO • GREEN BAY • WIS.

For more facts circle Readers' Service Card #134

For You...

- YOUR FRIENDS • YOUR FAMILY
- YOUR BUSINESS ASSOCIATES
- YOUR CUSTOMERS

Available from Nov. 15th to June 15th

GIFT PACKAGES OF

Waverly Selected Fruit Available in Box or Half-Box Packages (as shown) and in various baskets

Each fruit packed in a Waverly Gift Box is a chosen fruit, selected because of its perfection, by experienced graders. Each fruit is individually wrapped and each box decorated with kumquats (from Dec. 15th until Feb. 15th). Satisfactory delivery guaranteed.

There are many ways of saying "MERRY CHRISTMAS" to your friends. But instead of just saying it, why not make those two wonderful words a reality? How? Just send a package of Waverly's famous fruit this Christmas.

Prices vary depending upon destination of package. PLEASE WRITE for complete information on gift packages and prices via Railway Express.

Available at TERRIFIC SAVINGS are gift packages of oranges and grapefruit delivered by truck (minimum load 27,000 lbs.—equivalent to 500 bushels or approximately 900 ½ bushels) to offices or warehouse at Christmas for employees. PLEASE INQUIRE.

Welcome to WAVERLY WELCOME HOUSE

Midway between the Bok Singing Tower and Cypress Gardens is Waverly Growers Cooperative, Florida's finest citrus packing house, and one of its largest.

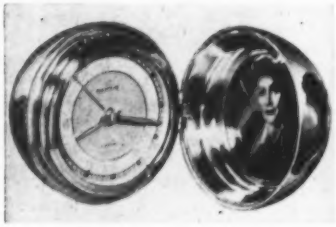
Drop in at Waverly's Welcome House for a refreshing glass of freshly-squeezed orange juice. All you can drink for a dime! Enjoy our beautiful flower garden and free picnic grounds. See the enormous packing operation in safety from the mezzanine floor of this gigantic, modern plant. If you wish to ship home a box of luscious citrus, you may order it at the Welcome House.

Waverly Growers

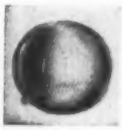
COOPERATIVE
WAVERLY, FLORIDA
Producers of over 4,000,000 Bushels of Citrus Annually

For more facts circle Readers' Service Card #159

PERFECT GIFTS
FOR THE
SPORTS MINDED
DESK-TRAVEL CLOCKS

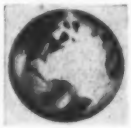


SPORTSMEN'S CLOCK OPEN



BASEBALL CLOCK CLOSED

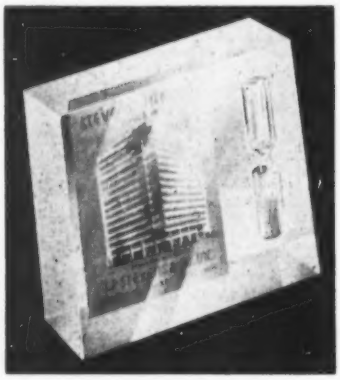
Miniature Replicas of Baseball Globe of World Tennis Ball Basketball



GLOBE CLOCK CLOSED

Dramatically styled all metal clock for desk — travel — boudoir. Gold colored, satin finished replicas 2-1/3" in diameter, opening into a 7-jewel alarm clock with luminous dial and hands. Frame photo facing dial.

3-D PAPERWEIGHT



Present your product or promotion in permanent form, embedded in crystal-clear lucite. Inserts are 3 dimensional. Messages can be engraved or hot stamped in area around product. Descriptive printed cards can be embedded.

Send for Descriptive Literature

ECONOMY NOVELTY & PRINTING CO.

"Unusual Ideas That Bring Business"

225 W. 39th St., New York 18, N.Y.

For more facts circle Readers' Service Card #85

Gifts Other Than Christmas

Quite a number of companies with sizable gift lists, have decided for various reasons that Christmas is not the ideal gift period. The most frequently-mentioned reason might be summed up in these words: "So many gifts are exchanged at Christmas-time that any individual gift is lost in the shuffle; therefore we prefer to send them out when they are not expected."

For example, a large brewer gave 110 Skotch Koolers last year and made this comment: "We acquire the birth dates of all our distributors, including their sales managers and, of course, their partners. We find this to be more effective than making

Perfect Pastries with

FLAN RINGS

NEW ON THE AMERICAN MARKET!

Every proud homemaker will want a set of Flan Rings to make exciting NEW pastries for the holidays! And to make favorite pies and tarts better than ever—the new QUICK Flan Ring method.

Set flan ring over aluminum sheet. (Use one or more rings at a time.) Bake pastry in the ring and remove by simply lifting up the ring. No danger of breaking the crust! Pie or pastry comes out whole—with a "party look"! *Recommended by leading food editors!*

Set of 3 aluminum rings with sheet and recipe: $3.50 postpaid. Satisfaction guaranteed. Send check or money order today.

SYLVIA MOSS GIFTS BOX 334 • DEPT. SM GLENBROOK, CONNECTICUT

For more facts circle Readers' Service Card #84

NOW A GIFT PACKAGE THAT'S SURE TO PLEASE EVERYONE
OUR SPECIAL "PONY EXPRESS" PACKAGE

Your customers, friends and employees will appreciate this distinctively different Gift Package. Four crystal clear tumblers of fresh fruit flavor preserves (strawberry, cherry, black raspberry, damson plum) packed in our own modern plant located in St. Joseph, Missouri, the home of the Pony Express. It's a treat they won't forget.

$2.95 Per Box Postage Paid Anywhere in U.S.A.

Just send us your gift list, we will attend to all the details and have each package delivered just before the Holidays. Order one package or a hundred packages. Every order receives our personal attention.

St. Joseph Foods, Inc.
625 So. 7th St.
St. Joseph 24, Missouri

OTHER GIFT PACKAGES FOR ALL OCCASIONS—*Write for Brochure*

For more facts circle Readers' Service Card #104

gifts in the Christmas period." They mention the Skotch Koolers, tool kits and signature handkerchiefs as gifts which have made the biggest hit over a five-year period.

A maker of plumbing products has been sending out 800 gifts at Christmas-time but says, "Christmas giving is over-emphasized; we are seriously considering the giving of gifts on customers' birthdays, thus eliminating the Christmas confusion."

A maker of oil drilling equipment keeps a small supply of unusual but useful home or personal items in stock at all times which the salesmen present personally during the year "as a thank-you for favors, nice orders or just a pleasant and enjoyable relationship. These gifts never carry the company name, it being our desire to bring out the personal relationship."

The sales manager of the consumer

SAY "MERRY CHRISTMAS" THIS YEAR WITH

Helbros

THE WATCH FOR *distinctive* GIFT-GIVING!

WORLD-FAMOUS HELBROS WATCHES ARE GIFTS TO BE REMEMBERED ALWAYS

★ MODERN STYLING ★ PRECISION ACCURACY
★ UNCONDITIONAL GUARANTEE
★ HIGHEST VALUE AT LOWEST COST
★ IDEAL FOR BUSINESS GIFTS

all watches beautifully gift boxed

Call, wire or write for quantity prices and detailed catalog sheets

THE CORRECT WATCH FOR THE CORRECT TIME
HELBROS WATCH CO., INC.
6 WEST 48th ST., NEW YORK 36, N. Y.

For more facts circle Readers' Service Card #58

Personalized
RUBBER DOOR MAT
A PERFECT XMAS GIFT FOR: Friends, Relatives, Customers and Employees

Imagine! A permanently molded name in this self draining mat with positive non-skid safety back.

$5.95 Postpaid

Approx. gr. wt. 6 lbs. Self-draining Large 18" x 28" size

7,000 RUBBER SCRAPING FINGERS

Personalize your front door with this large size, luxurious door mat. A real quality mat that will scrape every particle of dust, sand, grass and mud from the shoes of the children and the grown-ups. The letters are 2⅝" high. The exclusive design makes the letters clear and easily read. A gift that will be appreciated by customers or friends all-year 'round.

ORDER TODAY FOR CHRISTMAS DELIVERY
R. L. MITCHELL RUBBER CO. (Attention M. M. Levitt)
2114 San Fernando Road, Los Angeles 65, California

Gentlemen: Send personalized Mitchell Mat with name shown below (print carefully, no more than 13 letters). When ordering quantity for customers, employees or friends, please make out list of names. Use your own order form, if you desire.

Check Color Mat Desired: Black ☐ Red ☐ Green ☐ Blue ☐

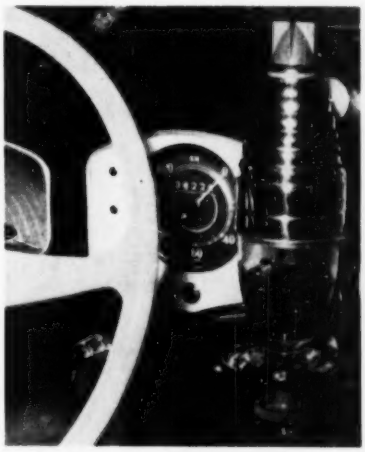
$5.95 postpaid

Name ____
Street ____
City ____ Zone ____ State ____

For more facts circle Readers' Service Card #82

GIVE (or buy for yourself) A Hand-Made Product That's Really Different!

*The New Top-Quality German-Imported Auto Koffee Maker PALUXETTE**



Clicks immediately as a gift . . . will be used and appreciated for years to come.

Easy to use while driving or parked . . . no trick, no fuss to operate . . . easy to install on your dashboard and remove after use.

Gives refreshing drink of full-strength, filtered coffee within minutes after plugging into your cigarette lighter socket.

Preserves full flavor . . . free from metallic or container storage taste (the kettle's spun of the new, non-corrosive HYDRONALIUM)

Works completely automatically.

Packed in attractive gift box.

Economically priced at $29.95 (FOB New York)

Write or wire for your Paluxette.* *Quantity prices on request.*

CUNO SIEVERS
101 Cedar Street, New York 6, N. Y.
GEdney 6-3263

**U.S. Pat. pending*

Coming soon: A new 5-cup model for Household use.

For more facts circle Readers' Service Card #177

products division of a large industrial manufacturer says, "At one time we did make a practice of sending out gifts at Christmas-time but we found that this soon became the *expected* thing. Now, instead of sending gifts at Christmas, if we feel like doing a favor for one of our customers, we prefer to do this at a time when the customer is not expecting a gift."

An Indiana manufacturer sends out birthday cards to all customers and, to the better ones, wedding anniversary flowers—"at least a dozen red roses with an added flower for each married year over twelve."

A manufacturer of electrical transformers has eliminated Christmas giving but sends out approximately 250 electrical appliances each year at an average cost of $15 each.

These other-than-Christmas givers represent a minority, but a highly determined minority. The majority seems to find that the good aspects of Christmas giving outweigh the bad. For example it's much simpler to give at one time than to have the constant headache of selecting gifts for specific customers throughout 52 weeks.

Problems of Gift Selection

Some companies draw a fine distinction between Christmas remembrances and Christmas gifts. For example, a Midwestern manufacturer of engines does not believe in Christmas "gifts" but for many years has been sending corporate friends a "remembrance" in the form of a crock of Wisconsin Old-Tavern cheese; the vice-president in charge of sales adds, "You might be interested in knowing that a great many of our customers remember us in a similar manner, sending us Boston brown bread from Boston, canned salmon and tuna fish from Seattle, walnuts from Southern California, pecans from Georgia, fruit from Florida, etc. A great many of the large concerns with whom we do business forbid Christmas gifts being sent to their employes but have no objection to the

Give a Gift of WISPRIDE CHEESE

Our giant 45' oz. crock of *wonderful* WISPRIDE Club Spread is such a grand way of saying *Merry Christmas!* WISPRIDE is the favorite aged cheddar spread of cheese lovers throughout the country. Made in our modern cheese plant in Calumet County, Wisconsin—center of the nation's cheese industry. The 45 oz. crock is gift wrapped in colorful holiday cellophane and shipped in specially corrugated containers. What a grand gift — to give or receive!

GIFT WRAPPED

WE SPECIALIZE IN INDUSTRIAL ACCOUNTS AND ARE EQUIPPED TO HANDLE LARGE LISTS.

Folder on request, showing gift packs of assorted cheese in price range $2.50 to $10.00.

WISPRIDE CHEESE CO.
HILBERT, WIS.

For more facts circle Readers' Service Card #132

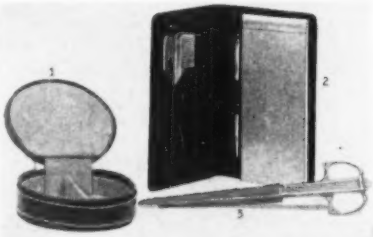
WHOLESALE CATALOG of *3,218 GIFTS*

Request your FREE *copy TODAY*

W. Bell & Co.
514 10th St. N. W.
Washington 4, D. C.

For more facts circle Readers' Service Card #11

NOW . . . buy direct!
Introducing
GIFTS of CHARM Useful and Lasting . . . at JOBBER PRICES



#1—Men's Stud Box—A useful gift in which they can keep their studs, collar stays, cuff links, buttons, jewelry, etc. Made of genuine leather, suedine lined and saddle stitched. **Price $2.00 each**

#2—Men's Pocket Secretary—Fitted with gold plated mounted comb and file, mechanical pencil and pad, gold color cover to match. Made in genuine Morocco grain leather. Black or **Price $3.00 each**

#3—Imported Library Set—For men or women, home or office. Consists of forged steel scissors and letter opener. In genuine leather case. **Price $2.25 each**

All items gift boxed.
Free! *3 line firm imprint in 24 karat gold.*
Above prices based on quantities of 50 and over.

In addition to the above illustrated items, we have a complete line of fitted and unfitted leather cases for men and women; fitted and unfitted brushes; desk items; smokers' articles and household gifts for the home.

Order Now!
Samples or further information cheerfully furnished upon request.

CHARM PRODUCTS MANUFACTURING CORP.
225 Lafayette Street
N. Y. 12, N. Y. • CAnal 6-8089

For more facts circle Readers' Service Card #25

small Christmas remembrance our company has been sending."

Another Midwestern industrial company sends to each salesman around mid-November a "Christmas gift notice and summary." Seven items ranging in cost to the manufacturer from 27 cents to $4.38, including Pyrene home fire extinguishers and Wiss men's manicure sets were allocated to the salesmen, no charge in specific quantities, while 14 other items, it was announced, would be charged to the salesmen. These items ranged in cost from 95 cents to $7.10.

A cement manufacturer tries to work with each individual salesman to decide what is best for each particular customer. "We can't give the same gift to all."

A maker of corrugated boxes says, "We show a variety of items to our salesmen and take the consensus of all to the manager of marketing in the month of October, at which time values are discussed and a decision made."

A maker of heat-resistant glass, speaking through the sales manager, doesn't believe that one general gift selected by the sales manager or a committee would please everyone. "Therefore we rely on our salesmen to advise us of the likes and dislikes of specific customers."

Quite a few say, "Give the recipient something he wants but which he would not buy for himself." That's why one of these respondents has more than a score of items on his gift list of 200 recipients.

A Goodwill Gift Sure to Please

Ye Olde Tavern

SHARP CHEDDAR CHEESE

Jumbo 45 oz. Earthen Jar

$3.75 Postpaid

Makes a Hit with Everyone!

Fine cheese is the universal favorite to please every man and his whole family, too! Smooth mellow YE OLDE TAVERN is a blend of well-aged natural American Cheddar rich with hearty goodness. Snacks and cocktail treats taste better with YE OLDE TAVERN natural cheese spread . . . and cooking has new zest and vigor. You'll win praise giving YE OLDE TAVERN . . . the "cheese with the smack that others lack."

THE GIFT BUDGET STRETCHER

Giant 22 oz. Crock $1.95 Postpaid

Individual Festive Gift Wrapping

Each jar wrapped in colorful holiday splendor. Send us your gift list . . . we make individual shipments.

Order Now for Prompt Guaranteed Delivery

CHEESE PRODUCTS CO.

3953 West Lake Street, Chicago 24, Ill.

For more facts circle Readers' Service Card #27

ELECTRO-WARMTH

MATTRESS WARMING SHEET

Sleep "ON IT" the YEAR AROUND

Turns itself on automatically to hold your selected bed temperature when the room cools.

2 YEAR WARRANTY

Low factory price to gift buyers.

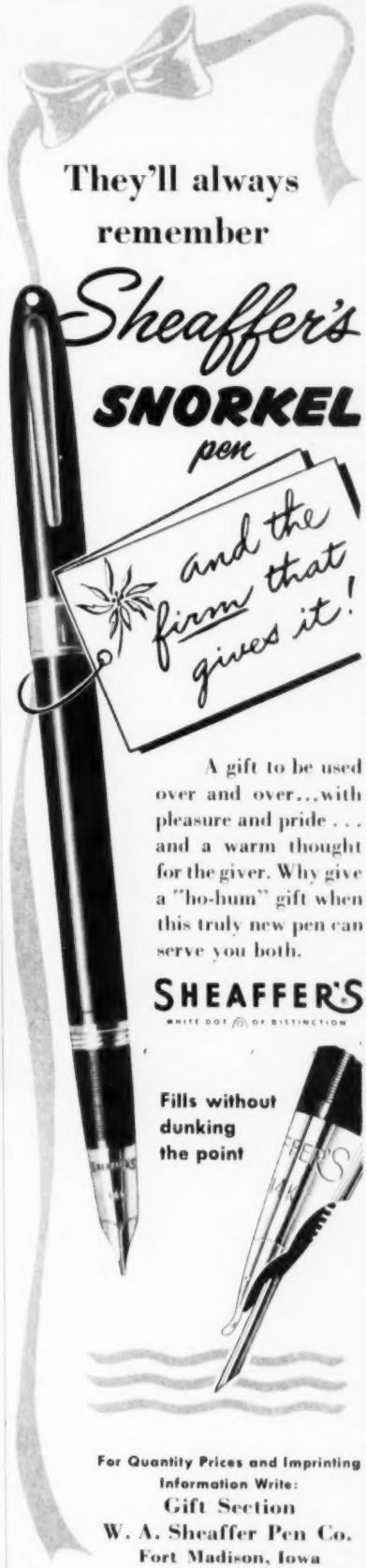
PATENTED PRODUCTS CORP.

Danville, Ohio

For more facts circle Readers' Service Card #167

They'll always remember

Sheaffer's SNORKEL pen



A gift to be used over and over...with pleasure and pride . . . and a warm thought for the giver. Why give a "ho-hum" gift when this truly new pen can serve you both.

SHEAFFER'S

WHITE DOT OF DISTINCTION

Fills without dunking the point

For Quantity Prices and Imprinting Information Write:

Gift Section

W. A. Sheaffer Pen Co.

Fort Madison, Iowa

For more facts circle Readers' Service Card #162

Executives:

Here's the Brightest Answer to your Christmas Gift Problem!

YELLOW FLASH 8
Most Powerful Flashlight. 2000 ft. beam, 12-volt power. Uses 8 standard cells, converts to 6-volt lantern battery. Steel case, baked finish. **$3.95** less batt.

WORK LIGHT
Lantern Power, Flashlight Convenience. 1500 ft. beam. All steel, enamel finish. Handy carrying ball, focousing reflector. Uses 4 standard cells. **$2.95** less batt.

LIFE GUARDER
Guards Your Life on the Highway. Red flasher, visible for miles, all directions. Uses 4 standard cells. Converts to steady white light. Steel case, baked finish. **$4.95** less batt.

WORK WARNING SET
Your Set for Christmas. Work Light, Life Guarder, packed as set. Gives light for work, safety. Every car needs one. **$7.75** less batt.

- Write for quantity discounts, colorful, descriptive literature.
- Also available with batteries at additional cost.
- Attractively Gift Packaged.

Dept. SM-9

JUSTRITE MFG. CO.
2061 N. Southport Ave. • Chicago 14, Ill.

For more facts circle Readers' Service Card #64

Don't Neglect Wives And Secretaries

A growing number of subscribers direct their gifts to wives and do not forget the secretaries of important customers.

For example, a maker of coated papers sends out 50 cans of Polish ham and says, "We find the wives of our customers now plan the ham as part of their personal food budget for Christmas," while a textile manufacturer urges fellow sales executives to "give something the customer, his wife and family can all enjoy."

A maker of iron and steel products gives hams and books, the latter to secretaries, and says, "We firmly believe that some remembrance should go to a man's secretary or his office consultants." A plumbing equipment

BRADENS *Christmas Gift Packages*

FAMOUS DELICACY FOOD ASSORTMENTS **NEVER** AVAILABLE IN STORES

• Confidently give Bradens *Table Treasures* this Christmas safe in the knowledge that none finer can be obtained. Tempting arrays of pickles, preserves, seafoods, fruits in brandy, grenadine, creme de menthe, etc., are beautifully packaged in conservative good taste... in a wide range of price groupings. Since these uncommon items are never sold in stores, you can be sure your gift will be an exclusive one.

A "Variety Package" of large jars filled with taste-tempting treats ... starting at $4.65 delivered.

This polished, mahogany hamper is loaded with unusual foods which keep indefinitely...a lavish gift for only $17.85 delivered.

Send for colorful 16 page booklet TODAY

BRADENS CALIFORNIA PRODUCTS, INC.
777 THE ARCADE CLEVELAND, OHIO

For more facts circle Readers' Service Card #16

Castlewood **TABLES—**
CHRISTMAS GIFTS THAT PEOPLE WANT!

CARD TABLES • PUT-A-WAY TABLES • TRAY-TABLES

This Christmas, make a hit with *everybody* — choose beautiful Castlewood Tables, the gifts that keep on giving, year after year!

Castlewood Tables are available in handsome hardwoods, both domestic and imported. They are *superb furniture*, qualified by design, materials and workmanship to live with your loveliest heirlooms. Yet thanks to volume production, prices are surprisingly low!

Write for samples, prices and details about our Christmas Gift Department—"You furnish the list, we do the rest!"

CASTLEWOOD MANUFACTURING COMPANY
1233 Burnett St., Louisville 10, Ky.

For more facts circle Readers' Service Card #24

sales manager says that his customers receive many gifts and that they "deeply appreciate thoughtfulness, particularly if the idea is unique. I firmly believe that where Christmas gifts are warranted they should be sent to wives. I know two other companies who use the same idea and I know that it pays them dividends."

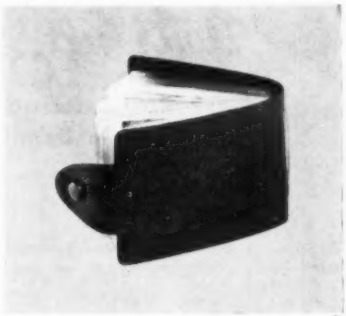
For 15 years an oil distributor has given presents for the home—something the wife will find useful and appreciate, and something the husband will want her to have. Last year it was an electric broiler.

Another petroleum company says that they get many wonderful thank-you letters from wives, while a metal furniture company gives "secretaries" to executives; 125 "pocket secretaries" with 12 monthly fillers mailed monthly. "We also give many of the secretaries boxes of good candy and find it facilitates our relations."

Unusual Gifts — to be *Used and Remembered*

Choose from our extensive line of "gifts in leather"—skillfully designed in perfect taste to please every business friend on your list.

YANKEE BILL CLIPPER: A new, convenient way to carry currency. Wafer-thin, crafted in Genuine Alligator (*illustrated*), hand-grained Morocco, Pigskin or Calfskin. A gift to be used and cherished.



SHOWCASE, JR. PASS CASE: Ideal for photos, pass cards, etc. Perfect gift for men who travel a lot. Inserts easily removed or replaced. Genuine Cowhide.

COMB and FILE SETS — KEY CASES STUD BOXES etc.

Your message embossed in Genuine Gold for lasting goodwill. Gift and mailing boxes can be furnished.

Write TODAY for complete description and prices Tel. LI 2-1430

PHILIPS MFG. CO.

96 CHAUNCY ST. BOSTON 11, MASS.

For more facts circle Readers' Service Card #153

Truly Different

PURE MAPLE ASSORTMENT

An unusual assortment of Vermont Pure Maple Delicacies to please the most discriminating. Pure Maple Syrup, Maple Cream Candies, Maple Butter and Granulated Maple Sugar, Attractively packaged for mailing. Write for prices on this and other Pure Maple Products.

AMERICAN MAPLE PRODUCTS CORP.

NEWPORT • VERMONT

For more facts circle Readers' Service Card #5

Biggest HIT in Gifts

NEW Whirl MIXER SPOONOMAT

MIXES
WHIPS
BEATS
BLENDS

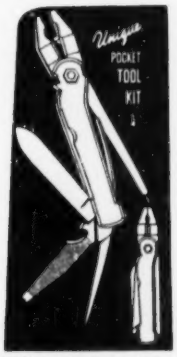
Makes real whirl-pool—fuses all ingredients quickly and thoroughly from bottom to top.

Precision made from the finest high grade stainless steel 100% inside and outside—with a gleaming, rich finish—never tarnishes or rusts, no parts to get out of order, 8¾" long. Retails at $3.95.

TRUTH MIRROR

Collapsible Mirror with Cloisenne back in all pastel colors. One plain and one magnifying mirror. Folds flat for compactness in traveling. Retails at $6.75.

AUTO KIT has wrench with serrated jaws, opens to ⅞". Philips patented screwdriver, flat file, edge file, opener, cutlery knife, awl-punch, screwdriver. Retail price for single unit $12.50.



TOOL KIT has pliers, screwdriver, stripper, wire cutter, cutlery knife, edge file, flat file, opener, awl-punch. Retail price for single unit $10.95.

Most magnificent jewel-like pocket tool and auto kits ever made—of forged and properly tempered high grade alloy tool steel—entirely gleaming nickel plated. Size 1⅛" x 5½". Genuine leather case. The most appreciated gifts for Christmas.

J. J. AUERBACH CO., INC.

103 Park Avenue, New York 17, N. Y.

Please quote us quantity discounts.
Name .....
Address .....
City .....Zone....State.

For more facts circle Readers' Service Card #155

NEW! UNUSUAL!

For Men!
For Women!
Homes! Offices!

Your Gift...

Best Remembered!
Most Often Used!

Made in England by Kaymet

The perfect present. A handsome, beautifully embossed serving tray, made of anodized aluminum that looks for all the world like gleaming gold. Can't tarnish, rust, or lose its luster . . . even liquor leaves no stain. Wipes clean with a damp cloth.

Cellophane Wrapped & Sealed

Quantities	6-11	12-24	25-49	50 & More
Round (H514—14")	$11.15	10.75	10.35	9.95
Oblong (H518—18" x 13")	14.45	13.95	13.45	12.95

(Not Subject to Excise Tax)
Packed in individual mailing cartons 50c each Net.

All shipments F.O.B. New York.

THE HAAS COMPANY • **268 4th Ave., New York 10, N.Y.**

For more facts circle Readers' Service Card #157

HERE'S THE WORLD'S GREATEST ANSWER TO YOUR *Christmas Gift* PROBLEM . . .

as easy as having your secretary send flowers to your wife.

This beautiful Gift-Bushel of the finest Florida citrus . . .

. . . or this handsome special Mexican basket pack

There isn't any finer fruit . . . it's world famous, raised as a hobby by a perfectionist. More than 100,000 individuals have purchased it in the past 5 years. Now offered to businesses and corporations on special quality lot basis. Fully guaranteed. We ship to your list with your card. Each deal separately arranged. Write us today giving us number of people on your list. We'll come back with specific price delivered.

Hobby Grove
414 Pierce Street
Tampa, Florida

For more facts circle Readers' Service Card #119

The Distribution Of Gifts

Who is to get what gift and through whom is the presentation to be made? These are questions which can't be ignored.

A Wisconsin company sends 500 gifts to the salesmen of their distributors—usually something personal for the pocket or for automotive use but in 1951 "we couldn't find anything suitable so sent nothing and we had repercussions; the men expected the gift."

As compared with last year, more respondents emphasized the desirability of *personalizing* gifts. As the sales manager of a metal fabricating company put it, "Much of the effect can be lost if the gift doesn't show planning and thoughtfulness, if it doesn't recognize the hobbies and enthusiasms of our customers."

A paper company, along with many others, gives each salesman a Christmas gift allowance. In his case it is based on the profit that his sales produced for the year and "he selects his own gifts and the recipients. He pays for all the gifts and the company reimburses him within his allowance."

A refractories company has found a way around the policy decision of some companies not to allow their employes, even executives, to accept Christmas gifts. His company, during last November and December, received a rash of letters from important corporations asking that no gifts be sent to any personnel. "We wrote these men saying that we didn't give gifts in the ordinary sense but did tell them about our distribution of desk calendar pads and we asked them if we might continue. In every instance we received very cordial letters saying there was no objection to such articles."

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management

Thank you.

The Business Gift That Keeps on Giving . . . and Guiding

WHEN OTHER GIFTS ARE GONE OR FORGOTTEN

A Christmas Gift Subscription to

U.S. NEWS & WORLD REPORT

America's Class News Magazine

THE ideal business gift should offer a lot of value for the money—should be practical, desirable, sure to be appreciated—and perhaps most important of all, should show a flattering respect for the recipient's taste and good judgment. If, in addition, it keeps on reminding the recipient of your thoughtfulness throughout the following year, so much the better.

A gift subscription to U. S. NEWS & WORLD REPORT amply meets these basic requirements. It's a nice way of telling the recipient that you rate him (or her) up there with the 625,000 thoughtful men and women—business and industry executives, lawyers, doctors, teachers, professional people—who wouldn't miss a single issue.

Why U. S. NEWS & WORLD REPORT Is Different

Every issue of this hightly practical *new kind* of news magazine will bring your friends or customers something they will use, quote, talk about. Something they've been puzzling about, seeking an answer for. And *something they won't find anywhere else.*

That's because only U. S. NEWS & WORLD REPORT is written and edited to do this different job. Week after week, it digs out the answers to the most important questions raised in its readers' minds by the latest headlines, trends, and behind-the-scenes developments . . .

"What does this news really mean to me?

"How will it affect my family? My business? My investments?"

"What will come next?"

Our Business Gift Plan

Because a subscription to this new kind of news magazine has been meeting with increasing favor as the perfect business gift, we have set up a special Business Gift Plan. Gift Subscriptions rates to businesses and executives who take advantage of this plan are $5.00 for the first one-year subscription and $3.75 for each additional subscription. A handsome Christmas Gift Subscription Card signed the way you want it will be sent to each name on your gift subscription list in plenty of time before Christmas.

Mail Coupon and Gift List Now

Why not make out a list of the names and addresses of those to whom you want us to send Christmas gift subscriptions and send it to us *right now?* Then we can be sure of getting the Gift Cards safely delivered before the last-minute rush of Christmas mail jams the postoffices. Payment can be made later if you wish. All you need do now is fill out the coupon, attach your gift list, and mail to:

U. S. NEWS & WORLD REPORT, Dept. SM, 24th & N Sts., N.W., Washington 7, D. C.

How Else Can You Give So Much For So Little?

FIRST 1-YEAR SUBSCRIPTION $5.00

EACH ADDITIONAL SUPSCRIPTION . . $3.75

U. S. NEWS & WORLD REPORT
Dept. SM, 24th & N Sts., N.W., Washington 7, D. C.

Please send a one-year subscription (52 weekly issues, beginning with the special New Year "Outlook for 1954" edition) to each of the people whose names and addresses are on the list I am attaching to this coupon. In addition, announce my gift to each person on the list by sending them an attractive Christmas card signed the way I have indicated below.

My Name (or Company Name) .....

Address .....

City ..... Zone .... State .....

Sign Card From .....

☐ Enclosed is $ ..... in full payment ☐ Send bill

For more facts circle Readers' Service Card #181

DON'T PAY PREMIUM PRICES FOR SELECT CHRISTMAS FRUIT!

BUY finest fancy California ORANGES IN CARLOAD LOTS
1054 CARTONS PER CAR
75 to 100 BIG ORANGES PER CARTON

DIRECT FROM GROWERS
Save on PURE GOLD Brand

SPECIALLY SELECTED.....
JUST RIGHT FOR CHRISTMAS!
LARGE CALIFORNIA NAVEL (SEEDLESS) ORANGES FOR ALL YOUR CUSTOMERS.
BELOW STORE PRICES PER CAR.
$4163.30 East of Mississippi
$3952.50 West of Mississippi
Delivered to your Siding (or ours) at all Major Cities.

SEND YOUR PURCHASE ORDER and SPECIFY DELIVERY DATE.

Special INDIVIDUAL Express Offer TOO!
WE MAKE INDIVIDUAL CARTON EXPRESS SHIPMENTS TO YOUR GIFT LIST. ASK US FOR PARTICULARS AND PRICES GUARANTEED.

MUTUAL ORANGE DISTRIBUTORS
(Growers Co-Operative)
REDLANDS, CALIFORNIA
FINEST CITRUS: SINCE 1906
Reference: Bank of America Redlands, California.

ORDER BEFORE DEC. 1st

For more facts circle Readers' Service Card #185

Secretaries Have Some Good Ideas About Yuletide Gift Policies

Hear the candid comments of the "Girl-Fridays" . . . and then decide whether they might properly be included on your company Christmas gift-list.

Most of the corporate Christmas gifts other than those to employes, are presented to businessmen sufficiently important to rate a personal secretary, and these secretaries are in a good position to discuss reactions, regardless of whether they represent the giving or the receiving end.

The survey among SALES MANAGEMENT subscribers has been reported in the preceding pages. For every 10 of these subscribers' names, a letter was sent to the subscribers' secretary, asking a half-dozen questions about Christmas gifts, and the response was a satisfactory 37%.

Some of the questions were of a yes or no type, from which we have drawn certain conclusions in percentage form as shown below, while others attempted a "depth-interview" technique and the comments resulting from these questions may seem even more revealing than the percentage answers.

The survey determined, just as did the one to the secretaries' bosses, that roughly 75% of companies have a corporate gift policy.

Of those corporations having a policy of presenting gifts at Christmas-time the secretaries in 64% say that they see evidence that their company's gift program achieves the desired result of building customers' good will. This is a high percentage —but not as high as the 88% of SALES MANAGEMENT direct subscribers who believe that their gift program is a good business investment . . . 27% of the secretaries said "no" and 9% said "sometimes" or "occasionally."

Then we asked these secretaries, "Do firms doing business with your company ever remember you at Christmas time?"

Only 26% said "yes"; 68% said "no"; 6% said "occasionally."

There was one answer to this question which SM editors were unable to tabulate. An Ohio secretary said, "Ha-ha." We leave it to readers as to whether this is a positive or negative response. . . .

Another said, "Believe receptionists receive far more gifts than secretaries do. This is an apple-polisher approach!" . . . Another remarked, "Some of the manufacturers

NEWEST GIFT to GIVE for BOTH husband and wife

TIMES ITSELF
MAINTAINS PRESSURE
TURNS OFF
VENTS ITSELF
AUTOMATICALLY

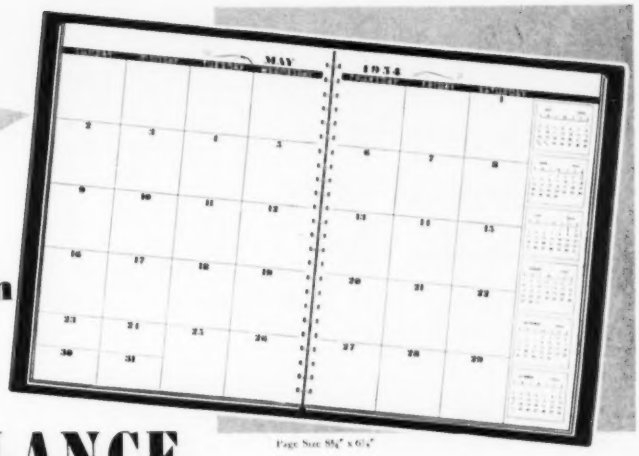
Does the cooking while you relax. No watching, no listening, no adjusting!

PROCTOR
3rd & Hunting Park Ave., Philadelphia 40, Pa.

Gentlemen:
Please send full information on the Proctor Automatic Cooker gift offer.
Name
Company
Street
City State

For more facts circle Readers' Service Card #169

Here it is



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what every Business Man will want

Nascon

MONTH·AT·A·GLANCE

Provides at-a-glance record of full month's engagements, special meetings, business trips, etc., for immediate action, or reminder of important follow-ups. Six months calendar always in view. Ample supply of perforated memo pages. Completely new!

Any business executive will find the Month-At-A-Glance indispensable and will continue to appreciate your good taste and thoughtfulness throughout the year.

Wire-O bound to assure flat opening and convenient writing surface. Available in covers of handsome simulated leather, or fine genuine leather. Now is the time to think about your most discriminating customers.

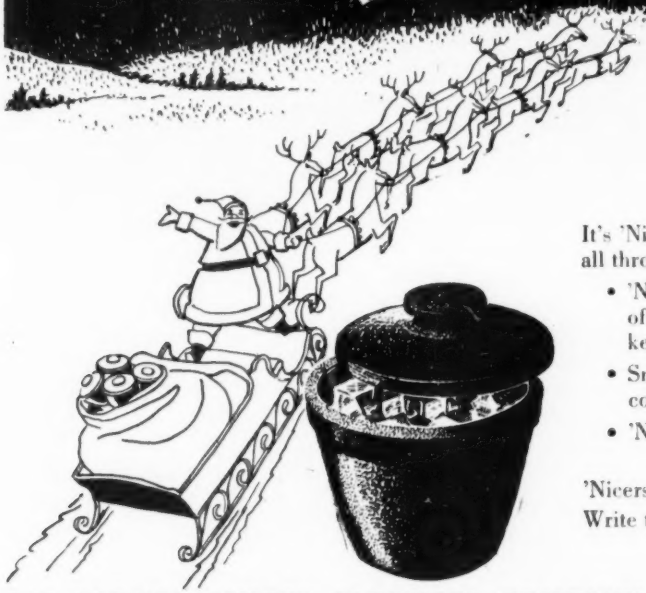
Send for catalog with quantity prices.

SPECIALTY DIVISION NASCON PRODUCTS
Division EATON PAPER CORPORATION
475 FIFTH AVENUE • NEW YORK 17, N. Y.

Nascon "AT-A-GLANCE" Products

For more facts circle Readers' Service Card #41

Say **Merry Christmas** with



'NICER

ICE BUCKET

It's 'Nicer—the Christmas gift that's used and appreciated all through the year.

- 'Nicer performance beats any other bucket regardless of price. It's unbreakable—has gallon capacity—keeps 90% ice 4 hours, 40% for 19.
- Smartly designed, 'Nicer is available in brilliant colors of green, blue, red and yellow.
- 'Nicer price . . . 12 to 36—$5.00 each.
  . . . 37 or more—$4.47 each.

'Nicers are individually boxed but are shipped 3 to a carton. Write today for complete information.

THE SPONGE RUBBER PRODUCTS COMPANY

ANOTHER SPONGEX PRODUCT

656 Derby Place, Shelton, Connecticut
For more facts circle Readers' Service Card #187

Do you want your Company's Name Remembered Every Day in the Year?

Give your customers KINGS MEN Toiletries—the gift they will use every day—that will make them think of you every time they use them. You can give KINGS MEN with pride . . . they will be received with pleasure, yet the cost is within the reach of every budget—a complete selection from $1.00 to $25.00, every item in a class by itself as regards quality, richness and beauty. Special prices for quantity purchases. Write for full information.

KNIGHTSHEAD CROWNED FLAGONS

Fired in 23-Karat Gold . . . Gift Boxes of embossed gold foil, lined with scarlet, velvet-like velour.

3 pc. set $15, 2 pc. set $10 Single $5

ROYAL CRYSTAL FLAGONS

Crowned with Golden Knightshead. Silver foil gift box lined with blue velour.

3 pc. set $7.50, 2 pc. set $5.00 Single $2.50,

When you give KINGS MEN, you give the finest of useful gifts. Your customers will be delighted with KINGS MEN quality. You'll be delighted with KINGS MEN economy!

Kings Men, Ltd.

11500 Tennessee Avenue
Los Angeles 64, California

For more facts circle Readers' Service Card #149

represented do remember me; however they are not treated any more kindly than other firms."

A Philadelphia secretary, when asked whether firms doing business with her company ever remember her at Christmas-time answered, "That would be the day!"

Those who admitted receiving any remembrance at Christmas-time from suppliers were asked. "If so, what is the nicest gift you have received?"

The responses were not sufficiently large to draw any hard and fast conclusions from this question, but compacts, perfume and candy were mentioned most frequently.

Other items about which the secretries were really enthusiastic included, Cross & Blackwell delicacies, Skotch Koolers, Cory knife sharpeners, traveling irons, Ronson table lighters, gloves, evening bags, umbrellas, cologne, leather manicure sets, wal-

THE GIFT THAT THEY WILL THANK YOU FOR EVERY DAY OF NEXT YEAR

The Gift that's a
CUSTOMER "LIFESAVER"

HANDILITE

In more ways than one, this lantern of a thousand uses, with thousands of "thank you" responses like *"...in ten years of gift giving, more customer response than any single item we've ever used"*... will pave the way to 365 days of appreciation and remembrance.

Nationally Advertised at $6.95
COMPLETE WITH BATTERY

IT'S 3 LIGHTS IN 1
- Flashing RED warning signal light on top — visible 1 mile!
- Penetrating WHITE spot light with full 1,000-foot beam!
- Burn BOTH lights at one time or each light SEPARATELY.

BUT...

You can write (on your company letterhead), for special quantity prices . . . individually packaged, easy for reshipment.

Village Vendors
Dept. SM
11733 Barrington Court, Los Angeles 49, Calif.

For more facts circle Readers' Service Card #127

A Business Gift Everyone Can Use

A baby spotlight

Give a car or boat owner this baby spot and watch his eyes light up. Its 5-inch sealed beam unit throws a powerful 1000 foot beam . . . fits in the glove compartment in its own flannel carrying bag . . . plugs into the cigarette-lighter hole . . . extra long cord reaches any part of a car. Chrome finish. Gift-boxed. Attractively priced. Write at once for price list with quantity discounts.

ARROW SAFETY DEVICE CO.
MT. HOLLY, N. J.

For more facts circle Readers' Service Card #142

lets, golf balls, certificates, cameras, cosmetic cases.

Of course what SM was most interested in getting from the secretaries was the answer to this question, "Can you recall any one business gift which made a particular hit with the boss?"

On this the response was much larger—due very likely to the fact that the boss received many more presents than the secretary.

In order of mention they listed fruits, desk books and memo pads, liquor, hams, cheese, jams and jellies, "food in general," desk clocks, desk lighters, blankets, cutlery, books, and magazines.

The food classification in general was highest in number of mentions—just as it was in the survey among SALES MANAGEMENT subscribers—for in addition to the items named there were mentions for candy,

Merritt's "Beaten" Biscuit

•

ARISTOCRAT of Southern Delicacies

Mary B. Merritt has brought back this famous delicacy of the Old South . . . with all the delicious qualities of former days . . . and certain improvements that only modern methods and knowledge could produce. A rare taste-treat with smoked turkey, baked ham and cheeses of all kinds.

Write today for prices and details on this and other popular Merritt products.

Merritt's Beaten Biscuit Company 600 Mt. Meigs Road, Montgomery, Ala.

For more facts circle Readers' Service Card #80

"Here's The Gift Men Really Go For!"

"KONETA KURED" TANGY AGED CHEDDAR CHEESE

SHELF CURED FOR MONTHS AND MONTHS "THE OLD FASHIONED WAY"

He'll be pleased to serve "Koneta Kured" cheese to his guests during the holiday season.

ORDER NOW!

SUPPLY LIMITED.

Approx. Wt. 6 lbs.

In Gift Box Delivered $6.75

Fisher Cheese Company, WAPAKONETA, OHIO.

For more facts circle Readers' Service Card #48

The Most Successful Christmas Gift of All!

The Original **ROUND**

DEEP FRYER and Utility Cooker

Each Beautifully Gift-Wrapped

The Most Widely Imitated Fryer in America!

Leading the field with advanced design, exclusive features and reliable, sturdy quality—Burpee is now more widely imitated than *any other deep fryer.* There are dozens of substitutes, but only one Burpee—the original ROUND deep fryer!

Six Exclusive Features!

- ROUND, Seamless Design
- Easiest of All to Clean
- STAIN-PROOF Aluminum
- Spatter-proof Cover
- Lifetime Element
- FIVE YEAR GUARANTEE

Six-In-One Utility!

- An electric ROASTER
- An electric SAUCEPAN
- An electric CASSEROLE
- An electric CHAFING DISH
- An electric FRYING PAN
- as well as a DEEP FRYER

Special Pre-Xmas Prices!

Special holiday discounts for both individual and quantity orders from firms who desire the *"Most Successful Christmas Gift of All"* for their customers, executives and company personnel. Reg. Retail price $29.95. Complete details follow your inquiry by phone, wire or mail.

ACT NOW

Production Being Expanded to Handle a Limited Number of Christmas Orders

THE BURPEE CO.

128 W. Liberty St., Barrington, Ill.
Phone Barrington 1000 Dept. SM-9

For more facts circle Readers' Service Card #21

Arthur Godfrey says:

FIBERGLAS is in your HOLIDAY... for good

HOLIDAY... the ideal gift ... for every holiday occasion

What to give to your good customers? *Holiday,* of course!

Holiday—the wonderful thermic chest to keep things *hot or cold* on picnics, hunting, fishing, trips and outings of every kind. *Holiday*—the amazing new chest that combines sensational *strength* and *durability* with light-weight, gleaming beauty—*because it's made of Fiberglas.*

Outside dimensions, 22" long, 14" wide, 14" deep. Capacity, 2440 cu. inches. Fiberglas, inside and out. Stainless steel hardware. Aluminum carry-all tray, drain plug. Tough. Completely non-corrosive. Permanent finish. Seamless. Refrigerator-type seal. Recessed drain. Light weight. Highest efficiency. Easy to clean. No sharp edges. Striking beauty. Unmatched quality.

You're sure to please—with *Holiday*—the lasting, year 'round gift of good business. Not only delights your clients, customers, staff, friends—but their *entire families* as well. *Mail coupon now* for full-color literature and attractive gift discounts.

Attractive discounts for quantity gift orders

$32.95 Includes Shipping Charges

Styled by Joseph R. Mango, I.D.I.

amazing new HOLIDAY PORTABLE THERMIC CHEST

SEND YOUR ORDER ON COMPANY LETTERHEAD OR ENCLOSE CHECK OR POSTAL MONEY ORDER

AMERICAN FABRICATED PRODUCTS CO. Dept. SM-913
1420 East 20th St., Indianapolis 7, Indiana

Please send _____ Holiday Fiberglas Thermic Chests.

Name _____

Company _____

Address _____

City _____ State _____

For more facts circle Readers' Service Card #164

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.

fruit cake, turkey, nuts, etc.

More or less out of curiosity we also asked the secretaries, "Can you recall a business gift which was particularly ill-advised?"

Frankly, we doubt that the answers are nearly as meaningful as they are interesting.

One secretary said that a set of pants hangers was particularly ill-advised for her boss—but she left us hanging in the air as to why that gift was ill-advised.

Another said that a bedroom lamp was ill-advised because her boss lived in a hotel; several others said that ash trays were ill-advised because their bosses didn't smoke, or that liquor was ill-advised because they didn't drink.

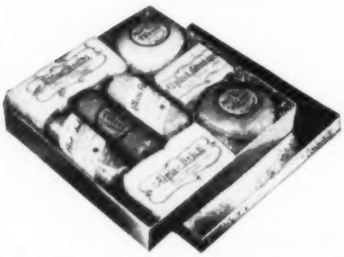
Perhaps the ultimate in an ill-advised gift to a male boss was a lipstick reported by a Chicago secretary.

The first question in the survey among secretaries asked for an appraisal of evidence about her company's gift program; the last question was a bit more general and called for her appraisal of the business gift idea—whether it was a sound method of developing good will or a practice which smacks of bribery.

Here the secretaries weren't quite

This Christmas . . .

America's No. 1 BUSINESS GIFT is FAMOUS WISCONSIN CHEESE



PACK NO. 5 (shown above)—A truly representative assortment of fine cheeses packed in a beautiful green and gold foil box. Contains Alpine Brand Swiss, Brick, Cheddar, Smoked Cheese, Dessert, Baby Gouda, Bleu Cheese Roll and Wine Cheese. Net weight approx. 4¼ lbs. Postpaid $6.40

PACK NO. 1—This box contains 5 liberal portions of Wisconsin's finest cheese, Alpine Brand Swiss, Brick, Baby Gouda, Dessert and Smoked Cheese. Approx. 3¼ lbs. Postpaid $4.75

We will enclose a gift card bearing your name and make shipment for you in time for Christmas.
—Prices include delivery anywhere in U.S.A.—
Enclose check or money order with all orders.
FREE colored brochure sent upon request.

The SWISS CHEESE SHOP
Box 4295 MONROE, WISCONSIN

Member: Wis. Gift Cheese Shippers Association

For more facts circle Readers' Service Card #120

AN EXECUTIVE GIFT IN A CLASS ALL BY ITSELF!

The World Famous

ROLLS RAZOR

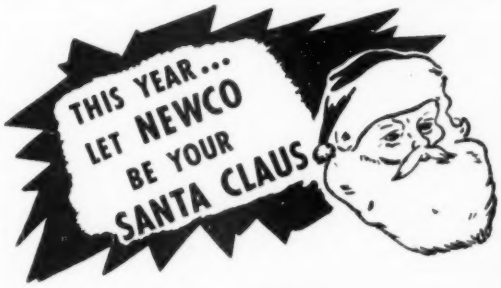
There just isn't any gift of moderate cost to compare with the unique value of the world's finest safety razor. And no other shaving instrument can match the Rolls Razor in performance, comfort and long life. Complete with Rolls Super-blade of hollow ground Sheffield steel, built-in strop and hone, in compact streamlined unit... handsomely packaged in maroon, satin-lined case.

As a gift, the Rolls Razor compliments the good taste of giver and recipient... truly an exclusive and dignified remembrance. Corporations may obtain the Rolls in quantity at attractive pricing through authorized distributors only. We do not accept direct orders. For further information please write or telephone—

ROLLS RAZOR

338 MADISON AVENUE
NEW YORK 17, NEW YORK
MURRAY HILL 2-8386

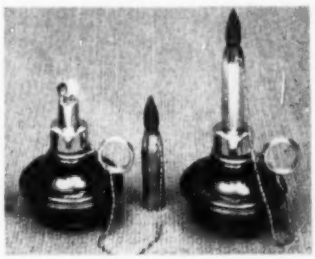
For more facts circle Readers' Service Card #102



"Never Forget a Customer — Never Let Him Forget You"

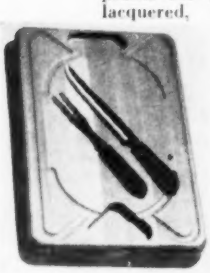
NEWCO'S exceptional record of over 44 years in supplying Specialty Advertising and Executive Gifts to discriminating clients is your guarantee that when you buy from NEWCO, your customer is bound to be satisfied—and you'll be happy, too, pocket-wise and order-wise!

CANDLELIGHTER

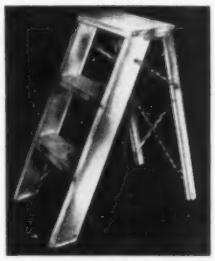


This NEWCO Candlelighter "lites" the way to customer satisfaction and increased profits for you. Finished in lacquered, non-tarnishable jewelers bronze, has tremendous eye appeal. Operates 8 to 12 months on one filling. With or without firm imprint on bottom. Felt base protects fine furniture surfaces. Two extra flints in "candle" flame tip.

CARV 'N SERVER



Attractive . . . . practical . . . . durable. This laminated Maple carving board doubles as an efficient serving tray. When used for carving, the broad trenches convey juices and gravies to deep wells at each end. Or if used as a serving tray, fresh vegetables or salads may be placed in the wells, with olives or hors d'oeuvres in the trenches. It will delight the fussiest hostess. Can be branded on the reverse side with YOUR name. Attractively packaged for gift giving and remailing.



MAGNESIUM STEPSTOOL

Light as a Feather—Strong as a Bridge. *For those customers or friends who have "everything." Just can't help but satisfy. Handy in home, office, store, or farm. Will be used constantly—constantly reminds recipient of your thoughtfulness. Weighs only 3 lbs. 26 inches high. Folds compactly. Rubber treads on feet. Won't rust.*

• • •

We cater to the discriminating buyer. Send for beautifully illustrated folders in color, of these and many other NEWCO gifts. Leather Items, Outing Kits, Cutlery, Weather Instruments, Cheese Assortments, Wool Robes, etc. No obligation. Salesman will call at YOUR request.

NEWTON MANUFACTURING CO.,
Dept. SM, Newton, Iowa.

NEWTON MANUFACTURING CO., Dept. SM,
Newton, Iowa
☐ Please send information and prices on items illustrated.
☐ Send information on other NEWCO Gifts or Specialties.
Name .....
Address .....
City ..... State .....

For more facts circle Readers' Service Card #87

This Christmas give . . .

the business gift that's never been given before

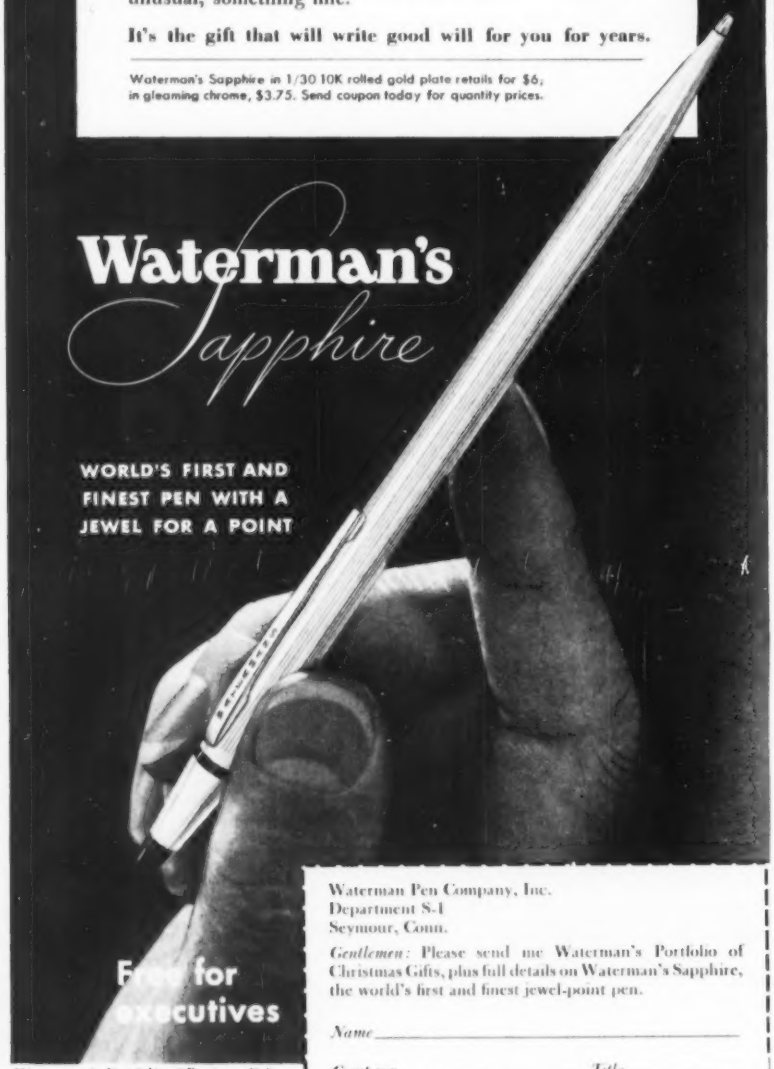
This year give the writing magic of Waterman's Sapphire, the world's first pen with a jewel for a point.

Truly, there's never been such a pen—or such a business gift! A pen in every way worthy of the name Waterman. A gift that is appropriate for everyone on your list. A business gift but personal as well—to be used and appreciated for long years to come.

Best of all, the Sapphire is the Christmas business gift that's never been given before—one that will tell customers and friends you cared enough to send something unusual, something fine.

It's the gift that will write good will for you for years.

Waterman's Sapphire in 1/30 10K rolled gold plate retails for $6; in gleaming chrome, $3.75. Send coupon today for quantity prices.



Waterman's Portfolio of Business Gift Ideas—full details on all Waterman writing instruments for business gift giving. Send for your copy today!

Waterman Pen Company, Inc.
Department S-1
Seymour, Conn.

Gentlemen: Please send me Waterman's Portfolio of Christmas Gifts, plus full details on Waterman's Sapphire, the world's first and finest jewel-point pen.

Name _____

Company _____ *Title* _____

Address _____

For more facts circle **Readers' Service Card #174**

as sure as they were about whether or not their company's program was worth-while in building good will.

Fifty-six percent said that in general a business gift program is sound, does develop good will, is not a form of bribery.

Thirty-six percent took the opposite point of view and 8% were undecided.

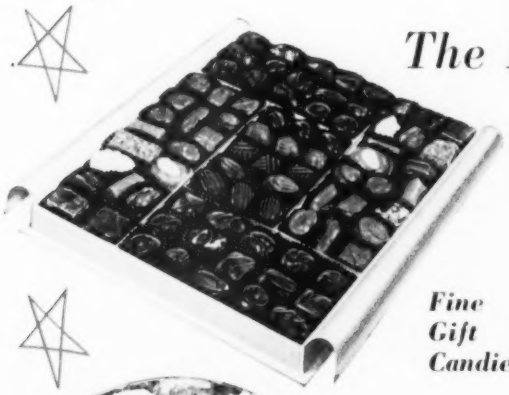
As noted above, many of the comments are more revealing than the percentages. A Boston secretary, for example, takes the pragmatic view that business gifts promote good will and a better relationship, and should be used, "whether it is bribery or not" . . . The girl who said that receptionists received more gifts than secretaries says that "healthy respect" is the best gift she has ever received—and she believes it to be the best gift of all.

A Minneapolis secretary is against Christmas giving but says that her company's "birthday plan" is very well received and she adds, "The element of surprise of knowing their own personal day is remembered seems to stand out." About Christmas gifts she says, "I think they might well be discontinued because we have noticed in some instances that recipients looked for more instead of being satisfied with what they got. They usually get so many at Christmastime, and a lot of duplicates, and it's silly to enter a competitive race to see who is going to send the best present."

Several interesting comments were made in connection with the question about gifts that made a particular hit with the boss. One secretary, for example, reports that each year her boss particularly enjoys a delicious fruit cake sent by one of his corporate friends; it's the same type of fruit cake each year but with the difference that one year it comes on a metal tray, another year it is set on a broiling dish, a third year on china.

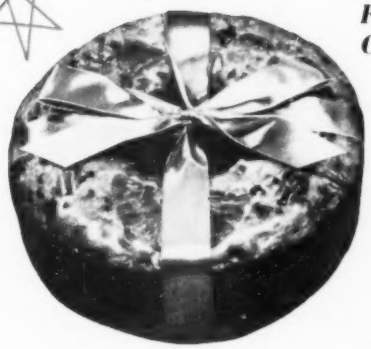
For Company Gift-Giving — For Employee Group Buying — or for your personal "Merry Christmas"

The Finest Candy Money Can Buy



Fine Gift Candies

Christmas Cookie Assortments



Fancy Fruit Cakes

FOR GIFTS to customers and employees: Sanders will wrap and ship, mail, or deliver your gifts direct from our factory. You have only to furnish the addresses and the gift cards you wish enclosed.

To enable your employees to purchase these famous candies at a saving of time, effort, and money: Sanders will arrange to handle group orders of any quantity, and ship to your place of business to arrive when specified.

Delivery in perfect condition anywhere in the United States is guaranteed. We should have your order as early as possible—not later than December 1st—to insure delivery before Christmas. A liberal discount will be allowed on orders totaling twenty-five pounds or more.

Send for this Full Color Candy Catalog

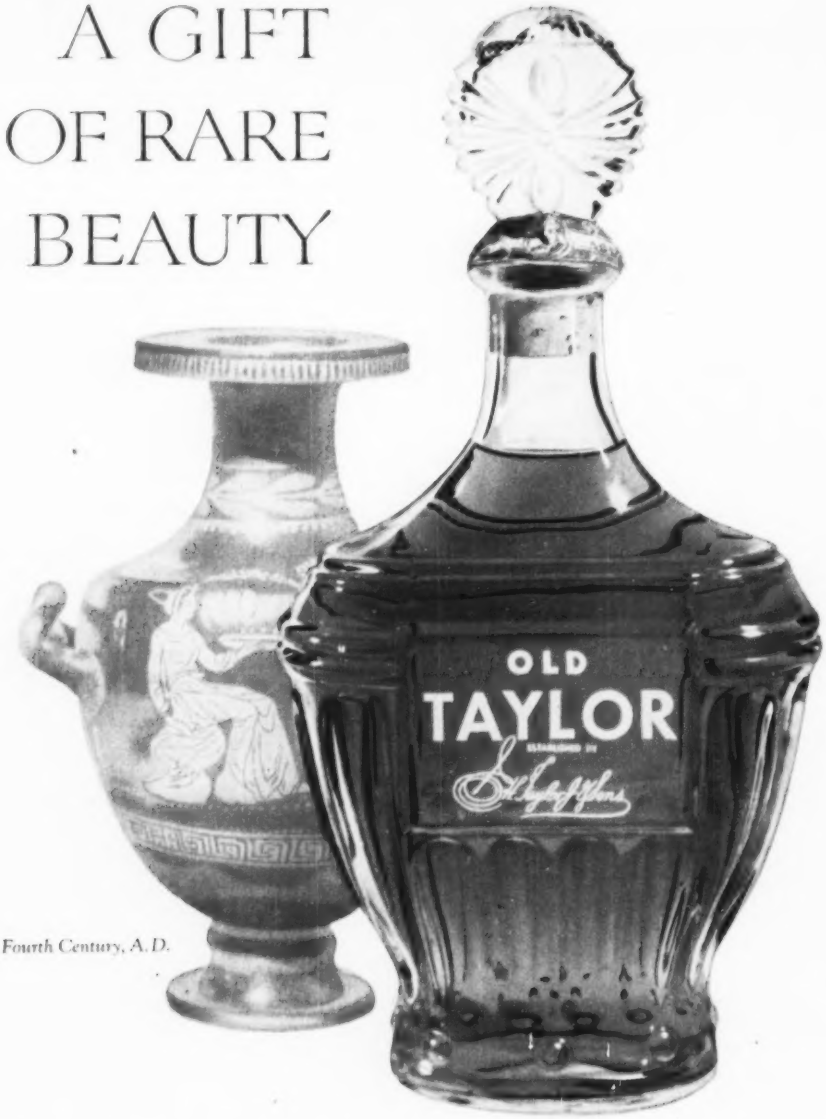
Our new full color catalog illustrates and describes all of the Sanders candy assortments, fruit cakes, Christmas cookies. The combination order blank and price list makes gift ordering practically automatic.

Sanders

120 OAKMAN BOULEVARD
DETROIT 3, MICHIGAN
TOwnsend 8-5700

For more facts circle Readers' Service Card #111

A GIFT OF RARE BEAUTY



Grecian Vase, About Fourth Century, A.D.

WHISKEY OF RARE QUALITY

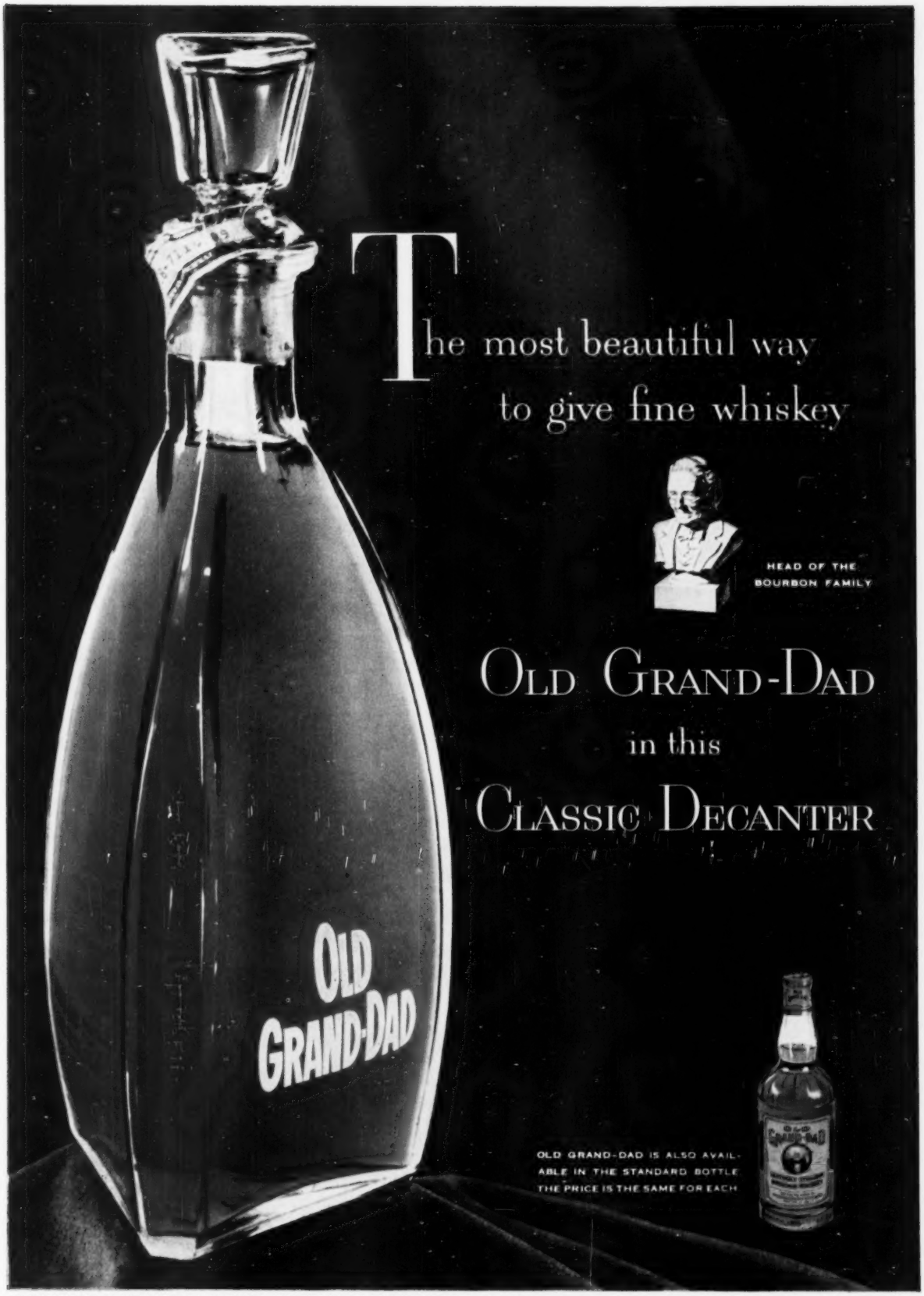
Inspired by an ancient Grecian vase, the OLD TAYLOR Grecian Decanter is truly worthy of "The Noblest Bourbon of Them All." Of rare beauty, it symbolizes the precious bonded bourbon it contains, and the promise of pleasure to come. It is yours to give with pride or receive with pleasure, and costs no more than the standard OLD TAYLOR bottle.

OLD TAYLOR *is available in the standard bottle and in the Grecian Decanter where regulations permit. The price is the same for each.*

OLD TAYLOR
IN THE GRECIAN DECANTER

Kentucky Straight Bourbon Whiskey • 100 Proof • Bottled in Bond • The Old Taylor Distillery Co., Frankfort, Ky.

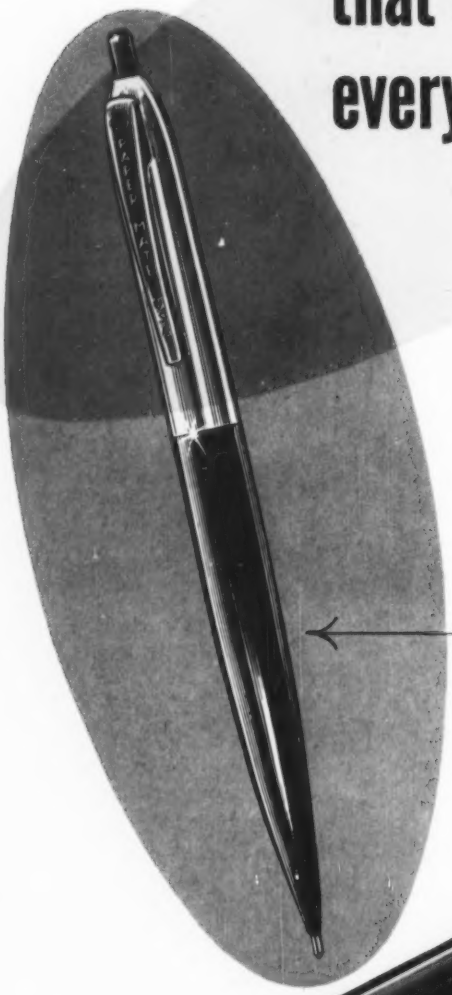
For more facts circle Readers' Service Card #89



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY

For more facts circle Readers' Service Card #88

business gift that "clicks" every time...PAPER-MATE



It's the fabulous click-click clean pen!

Great good-will builder—Paper-Mate, the top-selling pen in America! Over 35,000,000 sold in three years! You can get Paper-Mates in five handsome color combinations—with your company imprint, emblem or product replicas, special message or greeting. Makes a welcome gift for all occasions. Ideal for prizes and sales promotion pieces, too. Big volume discounts. Available through all advertising specialty companies or write to—

PAPER-MATE EASTERN, INC.
752 Broadway
New York, N. Y.

PAPER-MATE COMPANY, INC.
8790 Hays Street
Culver City, California

De luxe Model

- Push-button retractable point
- Never leaks—always stays *clean*
- Ink can't stain hands or clothes
- Can't smear or transfer
- 70,000-word refills—49c
- *Guaranteed for 20 years*

De luxe model—$1.69

APPROVED BY BANKERS

Handsome Desk Models

- Streamlined appearance
- Two extra refills in holder — over a year's ink supply!
- Fits any desk set
- Always a *clean* point

Desk Pen — $2.95; Desk Sets — $4.95

For more facts circle Readers' Service Card #92

We will end the comments with two which are representative of opposite poles of thought.

A New York secretary is very positive that her company's gift program achieves the desired result of building customer good will and she adds, "If gifts are given in the spirit of good will, as all our Christmas gifts are given, and received in the same spirit, this practice is far from bribery. My own personal feeling about our company's gift giving is that it epitomizes the true meaning of Christmas."

A Chicago counterpart asks, "If all companies send gifts, where is the percentage? A prospective customer may decide to place his business with a poorer company that doesn't send anything but good service." Then she asks us to put to our subscribers this question, "If you were absolutely sure that you would receive no business from a company, no matter what you did, would you bother to send a gift?" She answers, "Of course not. The cost would be prohibitive. So what you really mean by good will is something else entirely. It's not good will, it's business you're after." She represents the minority school of thought among secretaries.

STRAIGHT from MAINE

for an at-*home* "Shore Dinner"

10 *Live* LOBSTERS

With the real *ocean-fresh* flavor!

Packed in rockweed, iced all the way, in Stove-Ready Cooker. 1⅛ lb., ideal size, two claws. You say When and Where, we get them there. Only $14.95 plus express. Send for free catalog. TRULY DIFFERENT GIFT FOR FRIENDS CUSTOMERS SEND US CHRISTMAS LIST. WE'LL SEND GIFT CERTIFICATES.

Live delivery guaranteed within 1800 rail miles for the date you select.

SALTWATER FARM, Inc. 16 **Damariscotta 16, Maine**

I attach my check ☐ money order ☐ money-back-guarantee. Express collect for date specified.

☐ *Instead send me 8 lobsters and a half-peck steamer clams.*

Month ..... *Date* ..... *A.M.* ..... *P.M.* .....

Name .....

Address .....

City ..... *Zone* ..... *State* .....

For more facts circle Readers' Service Card #108

THE *Gift* SUPREME...

for the customer or client of long standing, who "has everything" — Chelsea Clocks and Barometers.

If he's a yachtsman, ex-Navy, or even just a story-book sailor, he'll go overboard for the Chelsea VANDERBILT, a ship's bell striking clock, keenly nautical in design. Case is solid cast bronze with Statuary Bronze finish and wheel spokes are yellow polished brass. The VANDERBILT is designed for desk use in either the home or office. Retail Selling Price $180. tax included.

The Chelsea NAUTILUS is a combination Clock and Barometer set, in truly functional design. In this strikingly beautiful model, the cast bronze cases and lower base are finished in Statuary Bronze while the upper base and posts are yellow brass. An extremely useful and decorative gift, suitable for home or office. Retail Selling Price $144. tax included.

The Chelsea ALDEN is a small clock, 4 inches square, with Roman band dial and solid cast bronze case with easel. Standard finish is Statuary Bronze. Also available on special order in Chromium, Gold, Silver and Verde Antique. — Standard finish. Retail Selling Price $114. tax included.

These are just a few of the famous Chelsea Clocks and Barometers. For information regarding the entire Chelsea line, write for our free illustrated booklet and price list . . . or order direct from your nearest Chelsea dealer.

Chelsea CLOCK COMPANY

THE ARISTOCRAT OF TIME

9403 EVERETT AVENUE CHELSEA, MASS.

For more facts circle Readers' Service Card #178

Use Post Card To Get More Facts

As a service to readers who haven't decided on their 1953 business gifts, Sales Management has set up a separate division in its Readers' Service Bureau which without obligation will render a mailing service and, on request, an advisory service.

The mailing service works this way: As you read this section of the magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then turn to the post card insert facing the inside back cover. Circle the corresponding number(s) on the card—sign—mail.

Operation: Business Santa Claus

Corporations, like individuals, often put off their Christmas shopping, then pay for their lack of forehandedness with a hair-tearing last minute rush. So—start now—and follow the seven planning steps suggested here for you.

BY IRA L. MENDELL
Vice-President and General Sales Manager
L. & C. Mayers Co.

Much energy is expended by some companies in the month of November and in the first two weeks of December in a frantic rush to secure and send appropriate business Christmas gifts. It adds up to a colossal waste, one which has been sapping business of time, energy and money for years. The reason is simple: poor planning —not thinking ahead and anticipating the apparently simple problem of buying presents for business friends which companies know they are going to give every December.

Do Your Shopping Early!

What happens in a helter-skelter rush in December to purchase and deliver Christmas gifts to a hastily drawn up list of customers, associates and employes? For one thing, there is no plan to assure the company of keeping within a budget. For another, there is no time for careful consideration of the gift selection to insure sending the most appropriate ones and best values within the budget limits. And the gift list itself is a makeshift proposition when it is hurriedly compiled. Chances are some important people will be overlooked, while some with whom the company no longer comes into contact, will be on the list.

Not long ago the head of a large manufacturing firm told me of an unhappy close call he had had with Christmas business gifts. He produced a fascinating collection of memorandums, dating as far back as June of last year, on the subject of Christmas gifts. The memorandums were from his 32 salesmen, who kept reminding their boss that something had to be done about buying Christmas presents. They all indicated the need for a company policy or decision on the matter.

But the president had been too busy to deal with the problem. Early in September, he had sent out a memorandum to his sales manager, along with the folder of memorandums he had received, asking him to think about the problem. The sales manager checked with a number of salesmen and drew up a list of 17 gift suggestions.

Late in October, he sent the list and the entire folder back to the president, who kept it on his desk until the third week in November. At this time, the president asked his secretary to call a general sales meeting on the subject of Christmas gifts. That was the last memorandum in the file.

Organize the Job

Illness kept the president out of the office for two weeks, and the meeting was never held. When he returned, he found the entire file of memos buried under a pile of correspondence on his desk. It was now the first week in December.

Is it any wonder that this president became upset about his company's Christmas business gifts? Time was so short that he felt sure his company would not be able to send out gifts, which he considered a serious business blunder.

Fortunately, he called in an experienced firm specializing in business gifts. This saved the situation for the company, but not before it had caused needless worry and concern, to say nothing of the waste of effort and time in the flow of memos through the company.

Christmas giving is one of the nicest human activities. For centuries it has been a wonderful tradition among families. For decades the gift-giving custom has been adopted by the business world, as firms and industrial organizations in every country send gifts to those with whom they have close relationships during the course of the year.

Christmas giving in business as in family circles can be pleasant and leisurely. There is no reason for panic nor pandemonium among business people if they take a little time to plan their operation.

The first step in the Christmas business gift program is to determine in a general way the extent of your gift-giving. Will the gifts be for customers, executives, employes, or all three? Three or four months before Christmas is not too early to begin planning the program.

The second step is to set up a budget for the gifts. How much does the company want to spend for Christmas gifts? At this stage the budget cannot be rigid, but it should approximate the limits within which the gift program must operate.

Third, notify executives and salesmen to submit lists of recipients which will provide the company with a general estimate of the number of gifts needed.

Tips on Planning

Fourth, if there is uncertainty about the choice of a gift (s), you can select a firm that specializes in business gifts to suggest gift possibilities and, perhaps, to provide for the company's use a catalog of appropriate gifts. Such a catalog places at the company's fingertips a large selection of gifts in various price ranges, which are illustrated and described.

Fifth, select gift possibilities within budget limitations and send a list of these to executives and salesmen to determine their thinking and preferences.

Sixth, ask salesmen and executives for additional information about the names on their lists of gift recipients. Such information will be needed for the final gift selections.

Seventh, make your gift selections, also decisions as to quantity of each item desired and delivery date of gifts. Then place the order.

for new and different

CHRISTMAS BUSINESS GIFTS

see Autopoint first

Pages and pages of Business Gifts to please all and anyone, at prices to suit any budget . . . yours to select from our new Gift Brochure.

This year Autopoint is *1st with the newest* in Christmas business gifts. Truly impressive items to express your good wishes. Priced from 50¢ to $50.00 with personalized imprints of your firm's name, trademark, product, to serve as a lasting, ever-present reminder.*

Autopoint's complete new line meets your every gift need. Appropriate items for your entire list from Chairmen of the Board and Presidents to secretaries and shipping clerks.

For gifts they'll get with pleasure . . . and you'll give with pride . . . see Autopoint 1st.

*Also available plain.

Autopoint COMPANY
A division of CORY Corporation

1801 Foster Avenue • Chicago 40, Illinois

FOR A LOOK AT OUR LINE or for a copy of our full color GIFT BROCHURE mail coupon on your letterhead. No obligation.

Autopoint COMPANY
A division of CORY Corporation

1801 Foster Avenue, Chicago 40, Illinois Dept. SM-93

Gentlemen:

I am interested in the complete new line of Autopoint Christmas business gifts. Without obligation:

☐ Please send me your 1953 Gift Brochure

☐ Please have your representative contact me

Name _____

Company Name _____

Street _____

City _____ Zone ____ State _____

Please clip this coupon to your letterhead

For more facts circle Readers' Service Card #3

The selection of Christmas gifts for prospects and customers should be planned by the chief sales head, since any selfish benefits will come back via the sales route. Many place their orders direct; others draw up specifications for the purchasing department to execute.

A carefully prepared list of gift recipients will be divided into several categories. Names on the list will be classified according to types of recipients as well as types of gifts to be given. For example: there may be one group of names which will be considered of major importance, another of medium importance and a third of lesser importance. Obviously, no one gift would be appropriate for all three groups, since each would call for a particular type of gift in a particular price range. On large gift lists, there may be even further breakdowns within the three categories to insure that the recipients receive appropriate gifts in keeping with their relationship with the company.

The Christmas gift program and procedure is simple and easy, if it is put into operation on a planned basis. It will save a company time, money and worry and build good will as well.

Planned programs, such as the one outlined above, are being adopted by more and more business firms each year.

There are a number of important factors to guide a company in drawing up its 1953 Christmas gift list and in selecting its gifts:

1. Group names on the gift list, as far as possible, according to position, importance to company, and sex.

2. Have a clear-cut company policy or plan on both gift lists and gifts.

3. Avoid sending a gift which is out of proportion price-wise and, therefore, might embarrass the receiver.

4. On gifts for women it is wise to consult your wife or secretary.

5. Be sure that the company's name, trademark or advertising is not spread over the gift but, if placed on the gift, is in an inconspicuous spot.

TROY

Zip-a-Robe®

the distinctive and distinguished gift

Make your gift outstanding . . long-remembered! Make it a Troy Robe, that appeals to everybody . . men and women . . of every age . . everywhere they go! They appreciate the fine 100% wool that's water-repellent, moth-resistant. The gloriously colored tartan plaids . . gay as a Highland fling.

And "so easy to carry wherever you go!" In its own smart carrying case . . with adjustable shoulder straps . . it doubles as a cushion.

Can be personalized with customer's initials and permanently labeled as being made for your own company. Nine robe and carrying case combinations. Eight price ranges from $10 to $20. Ask your regular executive gift supplier or write us for name of nearest distributor.

(left) "CUSHION-AIRE" Robe in zippered case that inflates to a real air cushion. Vinyl pigskin and transparent plastic combination.

(Also available) Troy Zip-A-Robe with matching plaid carrying case.

TROY BLANKET MILLS, Inc.

16 East 34th Street, New York 16

For more facts circle Readers' Service Card #124

AGED LIKE VINTAGE WINE

(Smoking alone takes 30 days!)

Jordan's GENUINE

VIRGINIA HAM

Each magnificent ham now hanging in our aging rooms—thoroughly cured, hickory smoked to a rich mahogany hue, and aged approx. one year—has been tended by hand through each unhurried step, as we have been doing for 113 years! Just before shipment we simmer and bake the ham with wine and sugar to a savory, sweet and tender feast of flavor unlike any other.

Order now for Christmas delivery to you or someone you wish to please! Beautifully packed. $1.89 per lb. cooked. 8 to 13 lbs. Postpaid (add 14¢ per lb. for shipping outside U. S.).

JORDAN'S OLD VIRGINIA SMOKE HOUSE
1429-H E. CARY ST., RICHMOND, VIRGINIA

Please send ____ Jordan's Genuine Baked Virginia Ham(s). Size about ____ lbs.

☐ Check enclosed $____

NAME .....

STREET .....

CITY.....STATE.....

For more facts circle Readers' Service Card #66

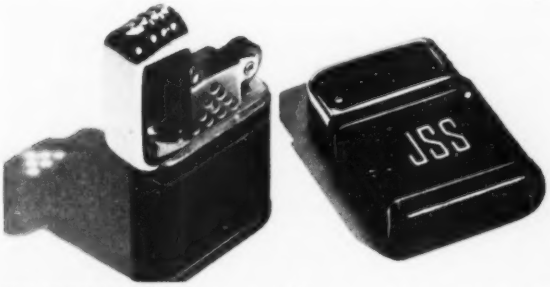
TALK ABOUT THE WEATHER . . . this Forecaster Barometer, an imported English Aneroid-type of highest quality. Tells atmospheric changes at a glance, operates like a fine watch. Leather-covered frame and base in top grain cowhide.

Business Gifts that do more than say "Merry Christmas"

Distinctive leather pieces, designed and manufactured by Shaw-Barton exclusively for business firms, are welcomed and genuinely appreciated by your customers. Fine quality and workmanship are evident in every item.

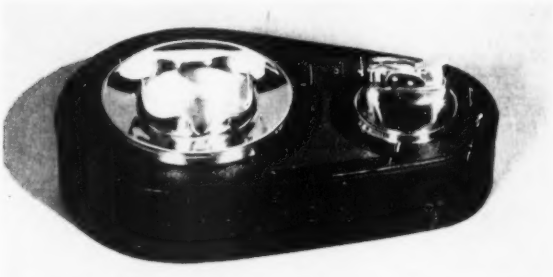
They are *personalized* gifts that do a double-duty . . . they are a *tangible* expression of your appreciation for past business . . . and a constant reminder of your firm for years to come.

Your selection of these finer gifts shows how highly you value your customers' good will. Mail the coupon below for free Shaw-Barton Christmas Brochure illustrating newest gift items in a wide range of prices.

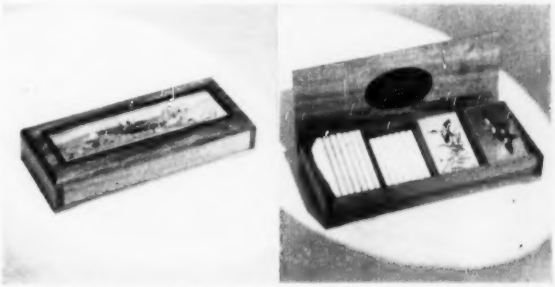


THE BARTON LIGHTER . . . a combination of rich steerhide and popular wind-proof lighter design at a low price. Chrome over nickel-plated brass cap. Monogrammed in 24K genuine gold . . . a treasured, personalized lighter, finest of its type.

PERMACRAFT pocket secretary with Ad-a-Month business message. The spectacular American Game Birds are beautifully reproduced in color on fine leather. Convenient filler service, with your message on top sheet, provided monthly.



ACCENT ON SMART DESIGN . . . the Kent — gracefully curved ash tray, lighter, base and embossing in perfect harmony. Rich top grain steerhide cover, easy-to-clean spun aluminum ash tray with jeweler's bronze snuffout top. Evans lighter.



AMERICAN HERITAGE CHEST of genuine mahogany with finest calfskin top in Permacraft colors. It's a playing card chest or cigarette chest for office and home. Comes with 2 or 4 decks of top quality Barton Playing Cards.

Shaw-Barton

Calendar and Specialty Advertising

GENERAL OFFICES AND PLANT COSHOCTON OHIO
SALES OFFICES IN PRINCIPAL CITIES

Shaw-Barton takes care of all details of individual gift-wrapping, personalizing, card enclosures, delivery.

Shaw-Barton
Coshocton, Ohio

Gentlemen:

Please send your free Christmas brochure of distinctive Business Gifts.

NAME _____ TITLE _____

COMPANY _____

CITY _____ STATE _____

For more facts circle Readers' Service Card #114

The trend is away from inscribing gifts.

6. In drawing up the gift list, it is safer to err on the side of including an uncertain recipient.

7. The trend in Christmas business gifts is away from small personal articles. More and more firms are choosing gifts for the home, and with good reason. A gift which can be used in the home is a semi-permanent reminder of the giver. It also reflects favorably on the importance and position of the recipient in his family's and friends' eyes.

8. A special list should be made of those who are personally known to you or someone in the company, with notations of tastes and hobbies. At the same time, the people about whom you know practically nothing should be listed separately.

9. Where feasible, send the gift to the home of the recipient.

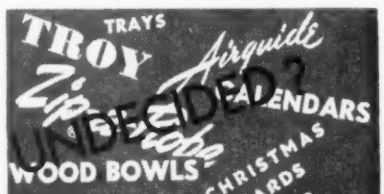
10. If a personalized Christmas card is enclosed with the gift, which is good practice, it should be signed personally by the president, the sales head, or by the salesman handling the account.

11. Many firms like to select a gift which is unusual, one that the recipient would like to have but would not go out and buy himself. However, in looking for the unusual gift, do not make the mistake of picking one that is so unusual that it is impractical.

No article on Christmas business gifts would be complete without special mention of gifts to employes. Morale, efficiency, general interest and enthusiasm can be enhanced by a well-selected gift.

There is much to be said in favoring a merchandise gift for employes. On the company's side, the right merchandise gift will be brought home and put on display there for the employe's family and friends to see. It will serve as a constant reminder of the friendliness and thoughtfulness of the firm. On the employee's side, the company can secure a gift at a price which would be considerably lower than the cost to the employe if he or she went out and bought the item.

For more facts circle Readers' Service Card #86



For more facts circle Readers' Service Card #30

8 reasons why **MOORESVILLE TOWELS** make sensible, appealing Christmas gifts!

- Welcome in every home by all the family
- Backed by over 25 years of quality towel making
- As decorative as they are useful
- Lasting gifts your friends will remember
- Always in good taste... flattering, not over-ostentatious
- Gaily gift boxed, each set pre-packaged in container ready for mailing
- Direct-from-mill prices enable you to spread the Christmas cheer further
- A wide choice of sets and colors

Turkish Towels and Terry Products

MOORESVILLE MILLS

Sales Offices:
Empire State Building, New York, N. Y.
222 West Adams Street, Chicago, Ill.
707 South Hill Street, Los Angeles, Calif.

Why not do your Christmas shopping early? — —

Ask your secretary to clip and mail this coupon today for illustrated booklet and price list.

MOORESVILLE MILLS, Dept T-1
Empire State Bldg., 350 Fifth Ave., New York 1, N.Y.

Name_____
Title_____
Company_____
Address_____
City_____ State_____

For more facts circle Readers' Service Card #193

For your business associates

... customers and

loyal employees

the gift
of good will and
rare good taste...

There is no finer way to say Merry Christmas to valued customers and loyal employees.

For every man...a Registrar Billfold in rich Saddle Cowhide. Removable photo-card case with Add-A-Pass Bar. Snap It, remove bar, add extra windows. **$5.**

For every woman...the Continental...the Billfold-Purse with the French accent. Removable photo-card case and leather-lined change purse. **$5.**

Other styles...Breast Pocket, Key Gards, etc., from **$2.50** to **$75.**

St. Louis, 10, Missouri

Prince Gardner

Wherever fine leather goods are sold or write for name of nearest dealer

For more facts circle Readers' Service Card #97

Use Post Card To Get More Facts

As a service to readers who haven't decided on their 1953 business gifts, Sales Management has set up a separate division in its Readers' Service Bureau which without obligation will render a mailing service and, on request, an advisory service.

The mailing service works this way: As you read this section of the magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then turn to the post card insert facing the inside back cover. Circle the corresponding number(s) on the card—sign—mail.

Pacing off the company's program on a general time table will enable management to keep the operation on an orderly, planned basis, making Christmas business gift-giving a pleasure rather than a panic. A safe and sure schedule would be about as follows:

September 15 — Start planning, initial steps of program. Get catalogs and prices on a variety of possible items.

October 5 — Send list of gift suggestions to executives and salesmen for preferences.

October 20 — Make final gift selections.

December 15-20 — Deliver gifts.

Above all, it must not be forgotten that Christmas giving is an expression of good fellowship. Gifts should be given and received always in this spirit. Although gifts will always be considered, to a certain degree, as an investment when given to business friends, this should not detract from the genuine Christmas spirit. It is surprising how a Christmas gift recipient can tell the difference between a gift that is purely an investment and one that is sent with a feeling of good fellowship. All of us have been aware of the difference as Christmas gift recipients ourselves, but too often some of us forget that our friends and associates can tell the difference, too.

We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you.

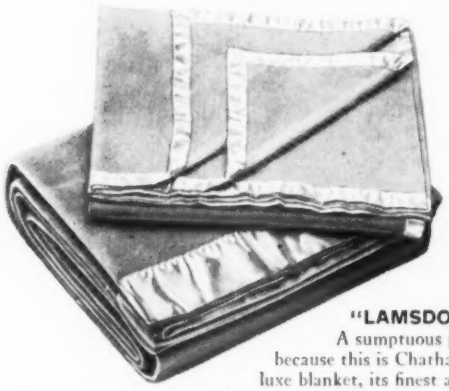
They'll remember you when you remember them with a gift of a **CHATHAM BLANKET**

"PURREY"*. A wonderful choice because this patented blanket is as warm and beautiful as blankets almost twice the price. The fastest-selling blanket in the country, it comes in every color you could want. **A nationally advertised $10.95 value.**

*Protected by U. S. Patent No. 2,208,533

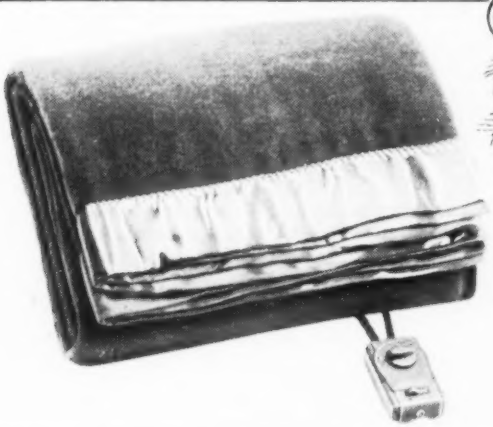
SEND THEM the gift they can't forget! A famous Chatham blanket is a constant reminder of your good wishes because its beauty and quality endure for years, always warmly recalling your name. A Chatham blanket is right for those who "have everything", because no one ever has too many blankets. It's right for the practical-minded, the luxury-loving. Your business friends receive obvious, duplicated presents every Christmas. This year, give them what they'll really enjoy but won't expect—a smart, gift-boxed Chatham blanket. No other gift could better reflect your good taste and good judgment, or be remembered so long.

DISCOUNT PRICES ON QUANTITY ORDERS. For catalog on blankets shown here or for information on blankets tailored to your particular needs, write Mr. Pratt, Chatham Manufacturing Company, 57 Worth Street, New York 13, N. Y. To insure delivery well before Christmas, please order early.



"LAMSDOWN". A sumptuous present because this is Chatham's de luxe blanket, its finest all wool winter-weight blanket. **A nationally advertised $24.95 value.** You'll be a real Santa if you give it with all wool summer-weight **"NEWPORT", a nationally advertised $12.95 value.**

"WARMWEAV". People who take pride in owning the newest of everything will appreciate "Warmweav". The news is nylon added to wool! **A nationally advertised $16.95 value.** For special friends, give it with color-matched summer-weight **"EASTHAMPTON", a nationally advertised $7.95 value.**



CHATHAM ELECTRIC BLANKET. Ideal for the most important people on your list—those you want to impress—because it's obviously a "big" gift as well as the finest quality you can buy. Single control for single or double beds, dual control for double beds, **nationally advertised $49.95 and $59.95 values.**

"VACATION". This unique blanket will delight anyone who goes to picnics, the beach, football games. Matching plastic zippered carrying case with shoulder strap. **A nationally advertised $12.95 value, complete.**

Chatham Manufacturing Company, Elkin, North Carolina

For more facts circle Readers' Service Card #26

the new
gift sensation
a "must" for every **home owner**...a new gift idea for friends and business associates **who have almost everything!**

Custom-tailored, handsome waterproof holster gives new **protection**... new **portability**... new **convenience** for drilling, sanding, buffing. 1000's of hobby uses at home, on cars, on boats, etc.,
Give them a fistfull of power!

EXECUTIVE KIT INCLUDES:
200J ¼" SpeedDrill with *Hi-Polished castings*, tough Exylin holster • geared key-operated *Jacob's chuck* • 7 *chrome vanadium* steel bits • 4" rubber backer, 4½" bonnet • 10 sanding discs, and miscellaneous hardware.

EXECUTIVE
SpeedWay
power kit and holster
gift packaged **$29.50**
Write SpeedWay distributor or factory for business GIFT BUYING PROGRAM
SpeedWay Manufacturing Co.
1820 S. 52nd Avenue
Cicero 50, Ill.
Producers of fine portable electric power tools for factory, home, and farm for over 45 years.

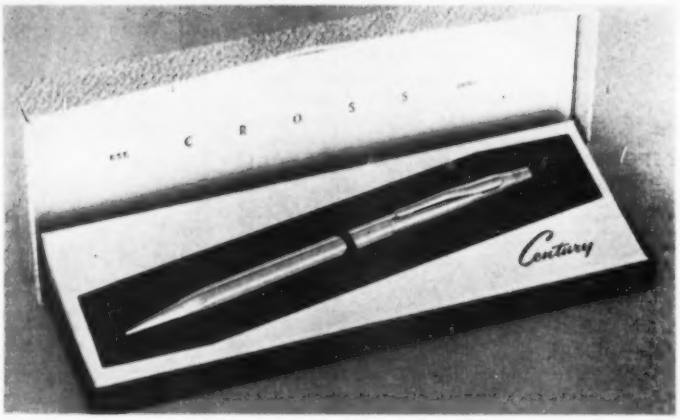
For more facts circle Readers' Service Card #116

7

Gift Gallery

8

9



10

7. A whopping cooked Virginia ham from "an old smoke house." It comes sealed in amber cellophane and packed in fiber-board box of simulated wood finish. Too, there's a booklet of menus and recipes featuring Virginia ham.

8. A Christmas card made entirely out of glass, which can be used as a coaster or ash tray. Eight shapes, 32 patterns to choose from, all in various colors. Sender can sign his own name and additional greetings on reverse.

9. For gad-abouts, a seven-jewel, eight-day travel alarm. Case is of hand-colored, tooled, bark-tanned top grain calfskin. It has zipper closure.

10. Here's a 12-K gold-filled mechanical pencil. You can have it personalized with names, initials, or firm names. It has a lifetime guarantee.

(Please turn to page 112, where picture numbers and sources are indexed.)

Wives... are important people!

SO . . . . .

give the gift that goes home!

Assortment "F"
Price delivered: $5.65

A *variety* assortment of *thirteen flavorful Milani products.* A tempting assortment that includes *six* different Milani dressings, *three* sauces and *also Milani's delightful Maraschino Raisins* . . . a gift to delight the eye and tempt the entire family

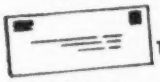
the gift that will please his wife

is a *Milani*

"GIFT OF GOOD TASTE"

Send these tasteful and exciting Milani Gift Packages to your cherished customers and friends. Remember them with a gift that is always *WELCOME!* A gift to be enjoyed by the entire family . . . and remembered all through the year!

DON'T SPEND HOURS SHOPPING . . . for individual gifts, here are gifts to please *EVERYONE!* Milani Gift Assortments are available in a wide variety of combinations and at prices ranging from $1.75 to $17.75, delivered!



TAKE ADVANTAGE OF OUR FREE MAILING SERVICE! Just mail us YOUR ORDERS...and your shopping is completed! We will be happy to mail your gift selections anywhere in the United States at no additional cost to you. Just furnish us with your list of names and addresses. Your holiday-wrapped gift will be sent direct, with your personalized card enclosed. Heavy, corrugated shipping carton assures the delivery of your gift in good condition.

Louis Milani Foods, Inc.

12312 West Olympic Blvd., Los Angeles 64, California

Assortment "N"
Price delivered: $3.40

Eight famous Milani products in miniature . . . each one a new and different taste treat. Packaged in a *beautiful California redwood box* . . . in itself a beautiful gift with many uses as a jewelry case, cigarette box, or handkerchief box.

ORDER TODAY! USE THIS HANDY COUPON!
FREE DESCRIPTIVE BOOKLET WILL BE SENT YOU!

LOUIS MILANI FOODS, Inc.
12312 West Olympic Blvd., Los Angeles 64, Calif.

Please send me _____ Milani Assortment "F" @ $5.65 delivered.

Please send me _____ Milani Assortment "N" @ $3.40 delivered.

Enclosed find check ☐ money order ☐

Please send me your free illustrated booklet showing other Milani Gift Assortments, Price List and Order blank.

Name _____

Firm _____

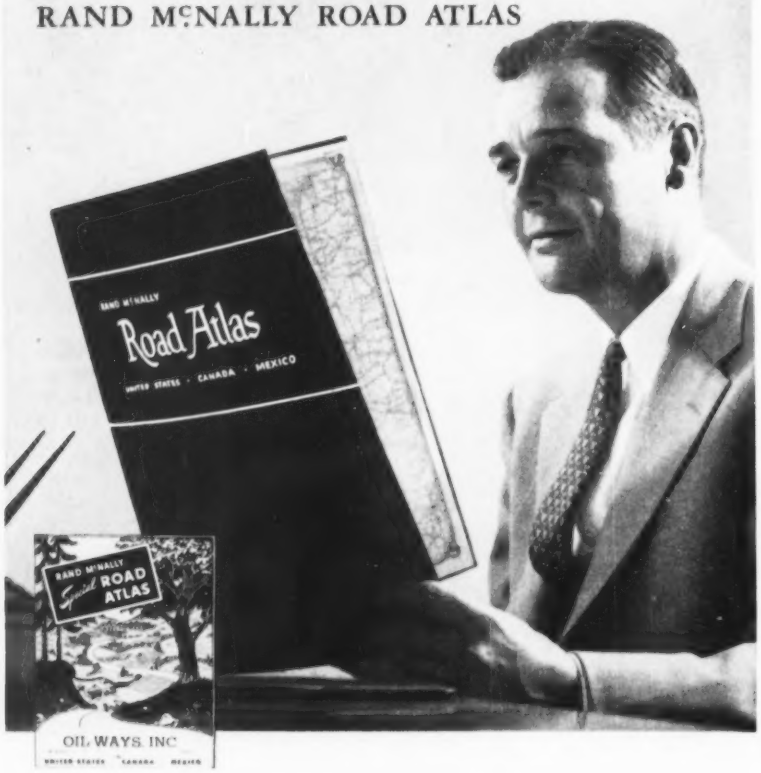
Address _____

City _____ Zone _____ State _____

For more facts circle Readers' Service Card #81

The *Gift* They Would Choose For Themselves

RAND McNALLY ROAD ATLAS



Choose the popular Rand McNally Road Atlas this Christmas...a truly useful business gift, sure to be used over and over again throughout the year...

- **At the Office**—a reliable office reference for plotting sales trips and determining distances and locations of cities and towns
- **In the Home**—widely used for looking up towns and states...for planning vacation trips
- **On the Road**—standard automobile equipment for trips, and a handy guide to resorts, parks, and vacation areas

One-hundred-sixteen pages of large-scale maps and travel information make the Rand McNally Road Atlas one of the most-wanted low-priced gifts available. No problems here either of guessing taste, size, or style!

The Rand McNally leatherette-bound Deluxe Road Atlas is a recognized $3.50 value with substantial quantity discounts allowed. Colorful paper-covered editions are available, too, at even lower cost. All editions can be imprinted or personalized to your specifications.

For complete information on Rand McNally Road Atlases, World Atlases, and Globes *write now to our Commercial Map Department.*

RAND McNALLY & COMPANY
COMMERCIAL MAP DEPARTMENT
P.O. BOX 7600 • CHICAGO 80, ILL.

For more facts circle Readers' Service Card #99

11

12

13

Gift Gallery

11. For cocktail time, glass-lined syphon makes ordinary drinking water sparkle, keeps soda fresh indefinitely.

12. A place to stow smokes. China humidor can be personalized with name in 14K gold atop lid. Early auto designs.

13. Stainless steel and burn proof, ash tray is built into "a map of the world." Has highly polished gold inlays.

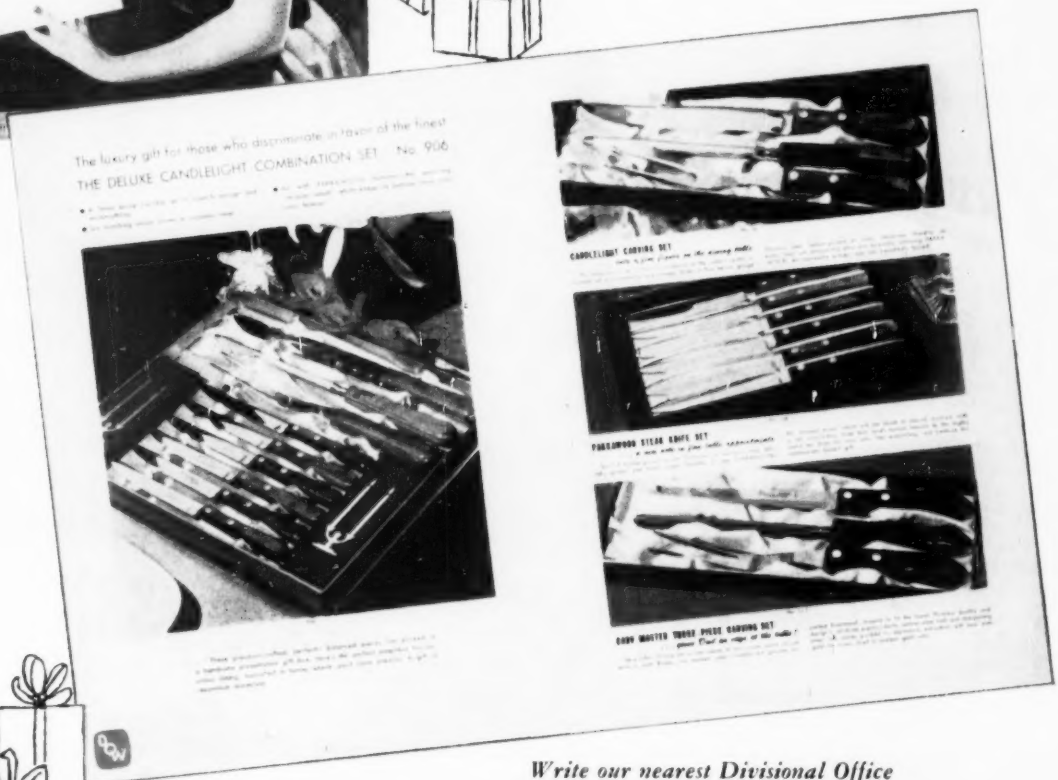
Remember Your Customers...

and they will remember you!

This beautiful full color brochure . . . all 68 pages . . . a new idea in Goodwill Advertising that will enable you to solve a full year's Birthday, Holiday, Anniversary and Miscellaneous Gift Problems IN A MATTER OF MINUTES!

Think of it! Without leaving your desk . . . without so much as lifting a finger you can make the gift decisions that, until now, had consumed valuable time and energy.

Over 200 specially selected Executive Gifts to give you a wide range of selection.



Write our nearest Divisional Office for a copy of the Dow Gift Brochure.

LOUIS F. DOW CO.

University at Hampden Ave. —— St. Paul 4, Minn.
Empire State Building. —— New York 1, N.Y.
540 N. Michigan Ave. —— Chicago 11, Illinois
100 Bush Street. —— San Francisco, California

For more facts circle Readers' Service Card #37

Bachman has something different for your Christmas giving

SINCE 1894

"They're Real Pennsylvania Dutch Pretzels"

- *Clients*
- *Business Associates*
- *Friends*

Say Merry Christmas to the whole family!

The Lid is a Serving Tray

Colorful authentic Pennsylvania Dutch design of the nationally famous Amish Family.

Pennsylvania Dutch Assortment

Bachman PRETZELS

SINCE 1894

7 Tasty Varieties — Oven Fresh

Here's a new experience for your friends who have never tasted pretzels before and a pleasant surprise for those who have. These crisp, crunchy pretzels have that melts-in-your-mouth flavor. Everyone loves them. It's a gift they can't buy in a store.

Gift Card Free!

We enclose a gift card with your name or your company name.

Place your order today!

only $3.95 each

Price includes postage anywhere in United States.

BACHMAN BAKERIES
2511 KUTZTOWN ROAD, READING, PA

Please send the following @ $3.95 ea. $..... total

to be delivered by ..... (date)

List of names and addresses attached ☐

Sign Gift Card

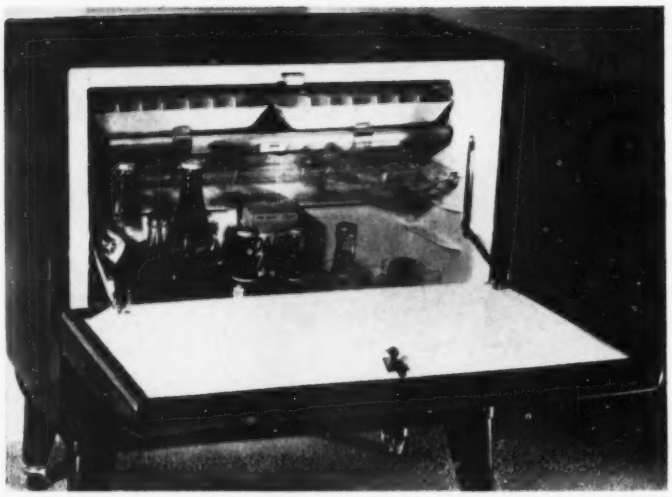
My name.....

Address.....

City ..... State

ENCLOSED IS CHECK ☐ M.O. ☐ BILL FIRM ☐

For more facts circle Readers' Service Card #7



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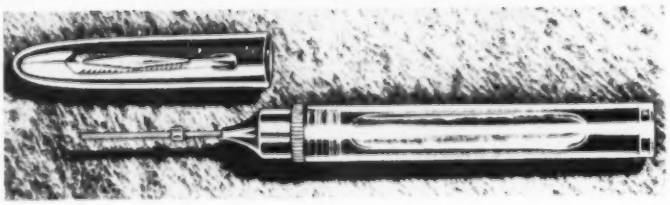


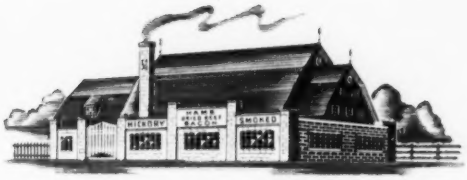
16

Gift Gallery

14. Portable electric refrigerette. It's fitted with ice trays, shelves, and a bin for bottles. Then there's a key-locked base cabinet for extra storage. Comes in mahogany, blond or white finishes; equipped with legs and casters.

15. An armful of ideas: French benedictine is good with a cigar. But to complete the picture, a man needs a lighter, and a rugged, cigar-size ash tray.

16. Not a pencil, not a pen, not a screwdriver. It's an oil needle. It can be carried in the pocket like a pen, has a plastic squeeze barrel, is leak-proof. Long nozzle lets out one drop of oil at a time on hard-to-reach places.



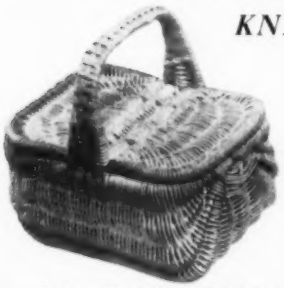
THREE IDEAL

Pennsylvania Dutch Christmas Gifts

FOR YOUR CUSTOMERS AND BUSINESS ASSOCIATES FROM THE FAMOUS

Knauss Quakertown Smokehouse

Your customers will long remember these unusual gifts from the heart of the Pennsylvania Dutch Country. Orders accepted in any quantity.



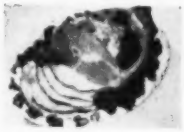
KNAUSS HOLIDAY GIFT BASKETS

containing:

½ lb. Sliced Bacon
½ lb. Smoked Sausage
½ lb. Liverwurst
½ lb. Dried Beef
Whole Ring Bologna

Each item gift wrapped in foil and packed in colored shredded wax. Delivered price $7.95.

Order early. Orders will be shipped immediately upon receipt unless you specify in your order when you want them delivered.



Knauss Quakertown Smokehouse Ready-to-Eat

SMOKED HAMS

There is no finer ham in the world than this. Hickory smoked by our own family secret process.

10 lb. average ..... $14.50 delivered
12 lb. average ..... $16.50 delivered

Knauss Quakertown Smokehouse Ready-to-Eat

SMOKED TURKEYS

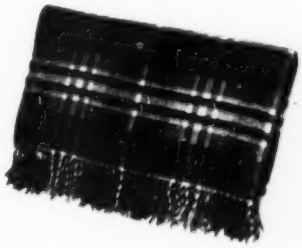
This is really the gourmet's delight for the Holiday Season. Hickory-smoked, they have a unique and tantalizing flavor.

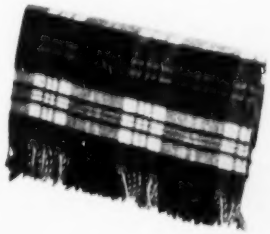
8 lb. average ..... $14.00 delivered
10 lb. average ..... $17.50 delivered

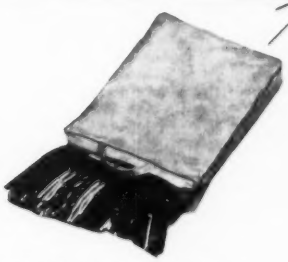
Send orders to: KNAUSS QUAKERTOWN SMOKEHOUSE Dept. SM *Quakertown, Bucks County, Pennsylvania*

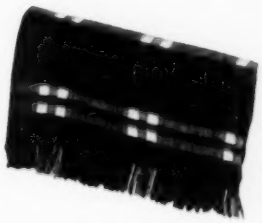
For more facts circle Readers' Service Card #67

Give with Pride









HORNER

woolen products make distinctive business gifts.

Finest all wool - colorful patterns - priced within your reach. - Write **HORNER WOOLEN MILLS COMPANY**
EATON RAPIDS, MICHIGAN

For more facts circle Readers' Service Card #61

There's only one measure of worthwhile Christmas business giving . . . that is:

WILL THEY TRULY ENJOY IT?

WILL THEY REMEMBER YOU SENT IT?

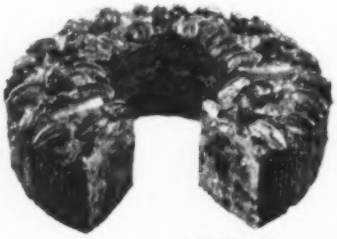
It's almost rare nowadays to get a Christmas thank-you letter from a customer or business friend. A business gift needs almost universal appeal to be enjoyed — and plenty of distinction to be remembered.

Any tycoon can engrave his name on a customer's memory with a new shotgun or a round trip to Jamaica. Trouble is, the gift money always runs out before the gift list does. So, it's tough all right — picking the right gift. But not as tough as you'd think.

First, your gift wants to be popular. Next, it wants to be *different*, the best of its kind. Then it wants to be priced right.

Down here in Corsicana, we've been baking for over 53 years a delicacy known far and wide as "That Corsicana Fruit Cake." Experience with over 25,000 business customers a year has told us that 9 out of 10 people love a good fruit cake. A *good* fruit cake. We don't get one complaint in about 1500 orders, and our DeLuxe Cake is unconditionally guaranteed! So, you can count on the true popularity of a DeLuxe. Being the best of its kind is something else. You're a business man and you know: It takes constant vigilance; the best ingredients, man-skill and the best machines money can buy. It takes a recipe that won't quit and people who would rather go out of business than "cut corners" for easier profit. That's how we built a world wide mail order business out of an idea — by *keeping* DeLuxe the best there is. And over 75% of our customers buy again every year!

As for price, it's true you can buy a cheaper fruit cake. Cheap fruit cakes hurt our business every year, like cheap competition may hurt yours. But no DeLuxe customer who has given our cakes ever asked for a fairer price than the size and quantity lists we quote everybody. You cannot buy a more welcome gift for the money than the big, rich and wonderful-tasting DeLuxe! And remember this: these DeLuxe fruit cakes go into the recipient's home. They delight the whole family and friends too. That's "appreciation in depth."



ORIGINAL

DeLuxe

"THAT FAMOUS 'CORSICANA FRUIT CAKE'"

All gift cakes are hand packed in good looking holiday tins, then attractively wrapped and sent parcel post, prepaid and insured. We sign all greeting cards the way you want them. (Gift lists are checked five times before final shipment). Every detail is handled for you. You just send in your order. One list and one billing takes care of your entire business Christmas shopping!

ORDER A TRIAL CAKE NOW.

TRIAL SIZE — 3 LBS. — $5.15

You needn't buy "blind" this season. Try a DeLuxe yourself; let the family sample it. We'll bill you later. If it's not the best fruit cake you've ever eaten, write us and we'll stamp "Paid" on your invoice. A note on your letterhead will bring a trial cake and full ordering particulars at once. (DeLuxe makes a swell "last minute" gift too. Orders filled right up to Thanksgiving, Christmas and New Years.) Why not drop us that quick letter today? Then sit back and relax.

COLLIN STREET BAKERY
P. O. BOX 347 • CORSICANA, TEXAS

For more facts circle Readers' Service Card #28

17

Gift Gallery

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19

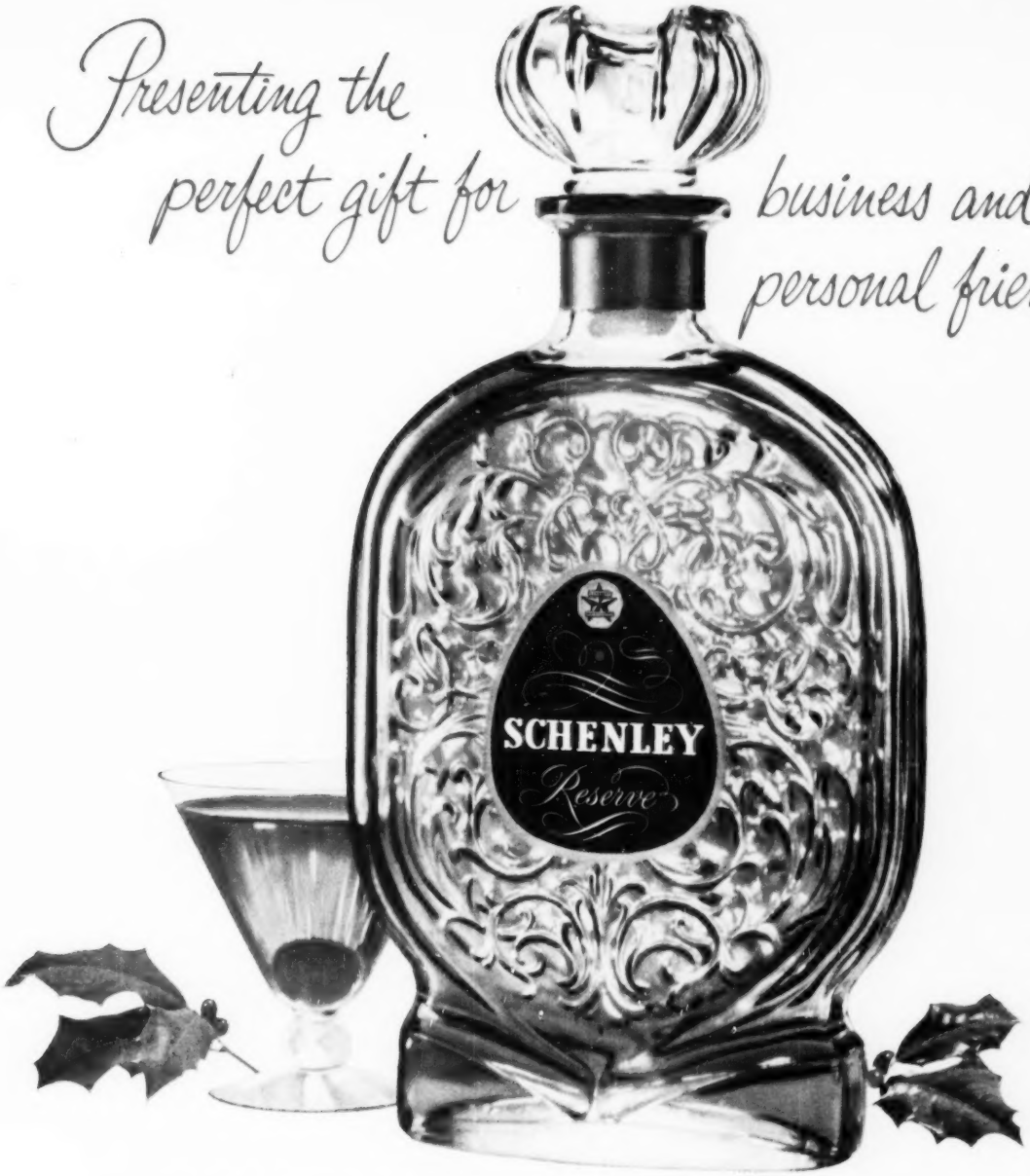
17. Built for rough treatment, key case is made of hand-colored, tooled calfskin. It has pocket for coins, too.

18. Plastic playing cards, packed in gift box. They're washable, replaceable.

19. Plaid picnic basket with hinged cover, free-swinging handles, vents. Big enough for several hungry people.

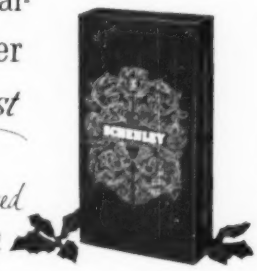
For more facts circle Readers' Service Card #158

Presenting the perfect gift for business and personal friends



today's SCHENLEY
...the best-tasting whiskey in ages
in a gleaming, crystal-bright decanter
at no additional cost

Handsomely gift-boxed for convenient giving



Hold the sleek decanter in your hands. Taste the subtle, satisfying flavor of the superb whiskey. You'll *know* it's the perfect holiday gift . . . one that will be enjoyed and talked about and remembered for years. Give Schenley, the gift that gives eloquent testimony to your own good taste!

The same fine whiskey is available, as always, in the distinctive Schenley round bottle.

BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS. ©1953 SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y.

a great gift idea! | *smart lamps for the office or home*

. . . with the revolutionary new Brewster shade of seamless, washable, durable Bil-lite.

All these lamps are supplied with Brewster shades in stylish dapple tones of grey, red, green or white, to suit the decor of any office or any room.

Wholesale discounts on quantity orders. Why not order a sample lamp at the special price shown under each picture.

Here is a really unusual and useful gift to make the hit of a lifetime with your customers, prospects, or associates.

We will be glad to send you full information.

Brewster Handcraft Industries, Inc.
Lyme, Connecticut
SHOWROOM —
Suite 16A, Hotel Shelton,
49th Street & Lexington Avenue,
New York City.
Phone ELdorado 5-3581

A very unusual, very personal gift

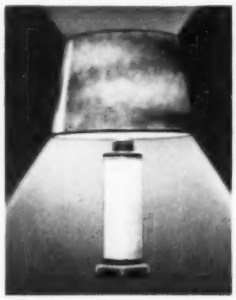
This beautiful lamp is available without the bronze figure for your customer who has a treasure to display — be it a trophy, heirloom porcelain, or a plant in a favorite bowl. Or, if you have a figure of your "trade character" in ceramic or metal, what a wonderful idea to make this handsome gift a long-lasting reminder of your product.

Over-all height—28" with 16" Brewster shade. Toggle bolt for fastening object included. Retail price $28.80 (figure not included). Special sample price: $19.20.

Smart black tripod lamp

This striking lamp, like the one illustrated at the left, can be used plain or with a potted plant, or your customer's prize possession . . . *or with your own "trade character" reposing on the base.*

Over-all height—28" with 16" Brewster shade. Toggle bolt for fastening object included. Retail price $28.00 (planter not included). Special sample price: $18.95.



Old English parchment lamp

This is the most *exclusive* lamp you could possibly find. Each base is made of an original Old English parchment deed — not a replica — an *original*, hand-inscribed deed from the ancient archives of a London land office.

Over-all height—30" with 16" Brewster shade. Retail price $32.50. Special sample price: $21.50.

A Special Service To Our Readers:

Use Post Card To Get More Facts

As a service to readers who haven't decided on their 1953 business gifts, Sales Management has set up a separate division bureau which without obligation will render a mailing service and, on request, an advisory service.

The mailing service works this way: As you read this magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then turn to the post card insert facing the inside back cover. Circle the corresponding number(s) on the card—sign—mail.

Clauss

FINE CUTLERY SINCE 1877

HOT HAMMER-FORGED

PINKING SHEAR SET

Brass bound, snap closing case with complete dressmaking and sewing essentials—7¼" Pinker, 3½" Embroidery and 4½" Sewing Scissors, 7" Dressmaking Shears.

No. 1031.....Retail $16.95

PINKING SHEARS

For a professional, ravel-free finish—pinks double thickness sheerest silks to heavy woolens.

No. 4.....Retail $6.95

SEWING SET

The ideal sewing set—with 7" Dressmaking Shears, 4½" Sewing and 3½" Embroidery Scissors.

No. 1022.....Retail $8.95

GARDEN CLUB SHEARS

HOLDS STEM AS IT CUTS

For the garden lover. Avoid thorns, soiling clothes and shoes. This beautifully finished GARDEN CLUB shear cuts and holds the flower stem with one clean snip. Highly polished, with stainless steel blades. Entirely rust-proof.

No. 6156 .....Retail $2.25

IMPORTANT

ASK YOUR WHOLESALER, OR WRITE DIRECT FOR QUANTITY DISCOUNTS, SPECIAL IMPRINT INFORMATION, OTHER ATTRACTIVE GIFT ITEMS.

The Items Shown on This Page are not Subject to Federal Excise Tax

THE HENKEL-CLAUSS COMPANY • FREMONT, OHIO

CLAUSS MANICURE SETS

[A] Slim, pocket size set in gold embossed wine cowhide case. Nippers, Scissors, File, Tweezers, Nail Clip in Sheath.

No. 919 Wine Cowhide.....*Retail* $8.95

Plus .35 Fed. Tax

[B] Distinguished, "Custom-Made" looking, in rich wine cowhide with gray suedette lining, or natural pigskin, tan suedette.

No. 918 Wine Cowhide.....*Retail* $14.95

No. 918 Natural Pigskin.....*Retail* $14.95

Plus .88 Fed. Tax

[C] Neat, compact, stitched pigskin case packed with top quality accessories—Nippers, Nail File, Tweezers, Pusher, Scissors.

No. 908 Natural Pigskin.....*Retail* $7.95

Plus .20 Fed. Tax

FEMININE MANICURE SETS

[D] Tiny, dainty. A joy to own. With all basic good grooming requisites. In aqua green or lipstick red cowhide, with lining of rich gray suedette.

No. 644 Red Cowhide....*Retail* $5.75

No. 644 Aqua Cowhide...*Retail* $5.75

Plus .62 Fed. Tax

[E] Wafer thin, this top grain, smooth cowhide case is fitted with the finest professional implements mounted in thick, luxuriant genuine suede.
In Sherwood green or cherry red.

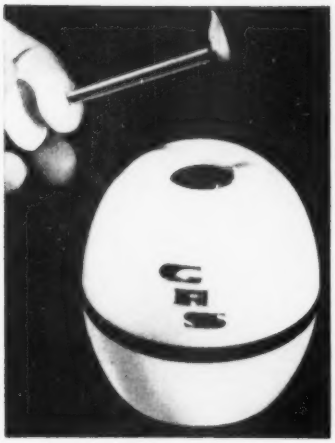
No. 651 Red Cowhide....*Retail* $10.45

No. 651 Green Cowhide..*Retail* $10.45

Plus .95 Fed. Tax

THE HENKEL-CLAUSS COMPANY • FREMONT, OHIO

20



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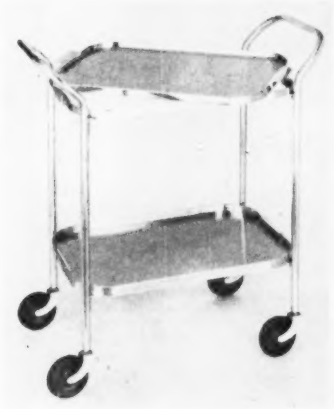


22

Gift Gallery

20. Six-piece bath set, an assortment for the family. Pastel colors—pink, blue, yellow, green and flamingo.

21. "Electric match" lighter requires no flint. It's encased in ivory, is four inches high. Can be monogrammed.

22. Tea wagon is made of aluminum, has removable trays "that look like gold." It's easy to clean, can't rust.

Morrell Pride Ham!

Treasure Chest of Morrell Pride Meats!

Wonderful to give—and receive!

Everyone appreciates good food! So, say "Merry Christmas" to those important clients and customers, employees and friends, with one of these superb Morrell Pride Hams or this Treasure Chest of Morrell Pride Meats! These fine meats in their holiday wrappings compliment your taste—and the recipient's. And don't forget *yourself!*

TREASURE CHEST GIFT PACKAGE contains 17 delicious Morrell Pride Meat treats, including a 6 lb. 4 oz. Morrell Pride Canned Ham, and other festive delicacies.

MORRELL PRIDE CANNED SAVORY HAM is canned and cooked in its own luscious juices. Flavorful, boneless, ready to slice and serve!

MORRELL PRIDE E-Z-CUT HAM is fully cooked, dry-oven baked. Tender and delicately flavored, this handsome ham is good to look at, better to eat!

Send us your gift list and we'll do the rest! Or ask for our descriptive folder and prices.

JOHN MORRELL & CO.

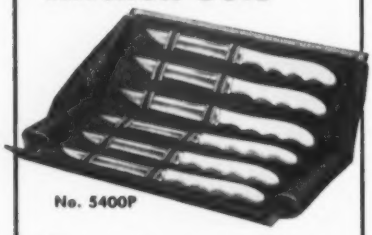
GENERAL OFFICES • OTTUMWA, IOWA

For more facts circle Readers' Service Card #180

How to get greater goodwill from your gifts this Christmas

No. 8095

Give practical BURNS Serrated Edge Steak Knives or Kitchen Sets



No. 5400P

The trend in corporate Christmas giving is overwhelmingly toward *practical* gifts which the whole family can use and enjoy. At surprisingly little cost you can join the hundreds of companies that have already reaped *lasting* goodwill with gifts of Burns Knives, the original serrated edge cutlery sold in most fine department and specialty stores. Wide range of styles from $2.50 to $10.00 for customers gifts, salesman's prizes and employee gifts.

Sets illustrated above:

No. 8095, Combination Slicing Board and Knife Rack with 4 knives and fork. One of 15 Burns Kitchen Sets.

No. 5400P, Deluxe Steak Knife Set in attractive packette. One of 12 Burns Steak Knife Sets.

Write for catalog and prices of BURNS Steak Knife and Kitchen Cutlery Sets or see your advertising specialty distributor.

BURNS MFG. CO.
Dept. SM, Syracuse, N. Y.

For more facts circle Readers' Service Card #20

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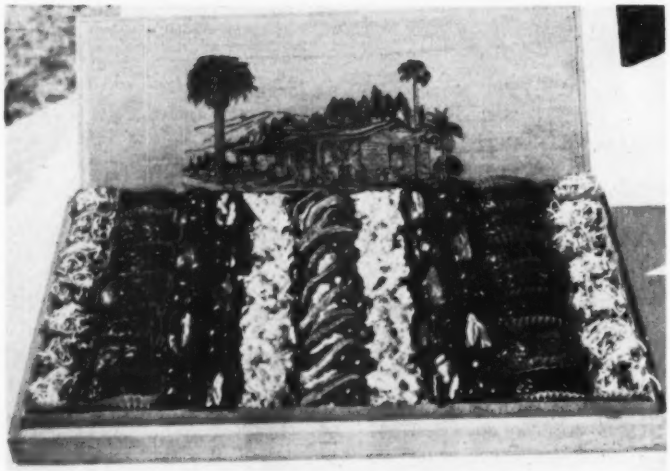

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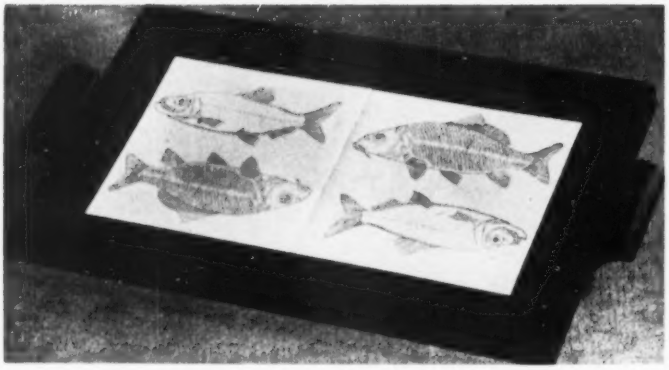
Gift Gallery



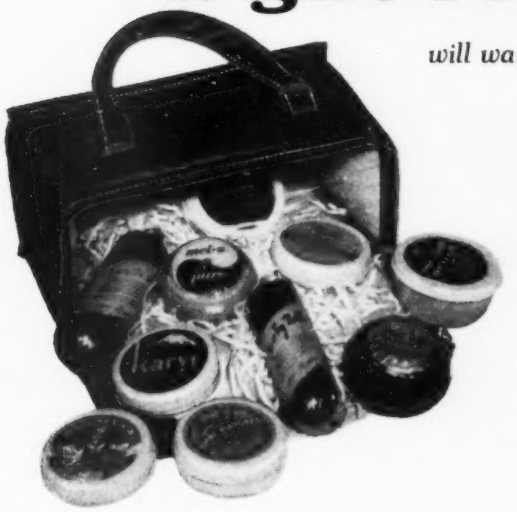
25

23. Burl walnut humidor with glass lined humidifier; bone china coffee pot, cups in matching Chelsea pattern. All this on a walnut piecrust serving tray.

24. Six pounds of date and desert confections in handsome redwood chest. The confections include pecan, walnut, cherry and pineapple filled dates and figs; jumbo dates, date fudge, coconut date butterballs, and candy-cake.

25. Something unusual for serving, a black ebony tile tray. Inserted are two 6" x 6" black and white tiles in a fish motif. The tray measures 9" x 18".

a gift food parcel



will warm the hearts of
employee, customer, friend
and business associate

JUNIOR CHEESE PACK FOR THE AVERAGE FAMILY
A grand assortment of cheese in links, wedges and spreads in sizes that are appropriate for the small family.
10 varieties of cheese as shown in the photo in a special FIBERGLAS INSULATED BAG to give years of service for picnicking, for baby bottles and many other uses.
You'll be remembered long after the cheese is gone.

Delivered Within 300 Miles of N.Y.C. **$5.98**

Elsewhere in the U.S.A. **$6.58**

PRICE INCLUDES ALL COSTS
DISCOUNTS ON QUANTITY ORDERS

Write or Phone for ***FREE CATALOG*** *of Various Gift Food Parcels*
Delivery Guaranteed. Mail Orders Accepted.
Special attention to industrial orders.

Fraser, Morris & Co., inc.

119 West 57th St., N. Y. 19, N. Y. Phone WA 4-5100
"FOOD SUPPLIERS TO THE WORLD"

For more facts circle Readers' Service Card #23

IDEAL GIFTS FOR YOUR CUSTOMERS!

A B C D E F

Luscious . . . Welcome . . . Save Shopping Around!

A. HANDSOME MULTI-USE BASKET crammed to the brim with about 30 lbs. of Florida's finest fresh citrus, choice preserves, candies. **$21.95** DLVD.

B. IMPORTED PLANTER BASKET containing tangy fruit and tropic confections. Use for plants or flowers when original contents have been eaten. **$19.95** DLVD.

C. THIS CORNUCOPIA is truly a horn of plenty (and a lovely imported basket as well!) overflowing with jewel-toned preserves, Florida fruit, exotic sweets. **$9.95** DLVD.

D. EIGHT-PLACE DRINK SERVER arrives loaded with eight luscious jellies plus fresh fruit. **$9.95** DLVD.

E. POPULAR CRACKER BASKET, always useful, contains three 2½-oz. jars of tropical jellies. **$1.50** DLVD.

F. DECORATIVE MAIL BASKET for the home, woven in sturdy oak splint, brings its message of cheer, Florida jellies—along with orange-blossom honey and rare candies. Four pieces complete. **$5.95** DLVD.

OTHER GIFTS of Florida citrus fruits and highest-quality confections in attractive, useful containers, up to $100 or as you specify. Free brochure airmailed on request. ORDER NOW from the above! Mention item or initial, and send check or money order.

THE CORNUCOPIA

Dunn and Dean of Florida, Inc.
3139 Commodore Plaza, Coconut Grove, Fla.

D & DI

For more facts circle Readers' Service Card #40

At last!

A BUSINESS GIFT

that's really different

Pyrene's

REG. US PAT OFF.

new push-button home and car fire extinguisher

If you've been looking for a business gift that's different and sure to be appreciated, look no further. Nothing like this new Pyrene push-button fire extinguisher has ever been given before. Yet there couldn't be an item more needed or wanted. We guarantee that it will please any customer, any friend you have in mind.

This brand-new precision-made Pyrene* has already been named Grand Prize Winner of this year's National Home Safety Awards. Here's why: just press the button and instantly you get a steady 20 foot stream of fast-acting, nondamaging extinguisher liquid. Release the button—the stream stops. It kills gasoline, oil, grease fires (water won't). It's safe on electrical fires (water isn't). And it's effective on all small paper, wood and cloth fires. This Pyrene is easy to recharge, too—at a gasoline station air hose. Give it as your firm's gift this year.

Comes filled, complete with wall bracket for easy mounting

These new Pyrenes are offered in quantity at attractive prices. They are shipped in smart gift packages. On orders of 120 or more, we will also label the extinguishers with donor's name. Get your orders in promptly. Contact your Pyrene distributor or write to us.

*T.M. Reg. U.S. Pat. Off.

PYRENE MANUFACTURING COMPANY
601 Belmont Ave. Newark 8, New Jersey

Affiliated with C-O-Two Fire Equipment Co.

For more facts circle Readers' Service Card #98

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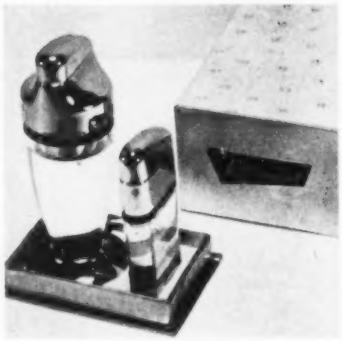

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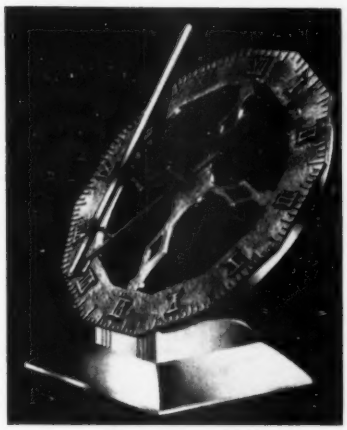


31

32

Gift Gallery

26. Palm-size 8mm movie camera with f 2.5 coated lens and companion projector. Both are simple to operate.

27. Alligator billfold and wallet; cuff links, tie clip, file and comb in a case. All matched, gold trimmed.

28. See-the-fluid pocket and table lighter set, in choice of four colors.

29. "Self-organizer" keeps permanent record of important details. Includes 12 monthly books, file box, and index.

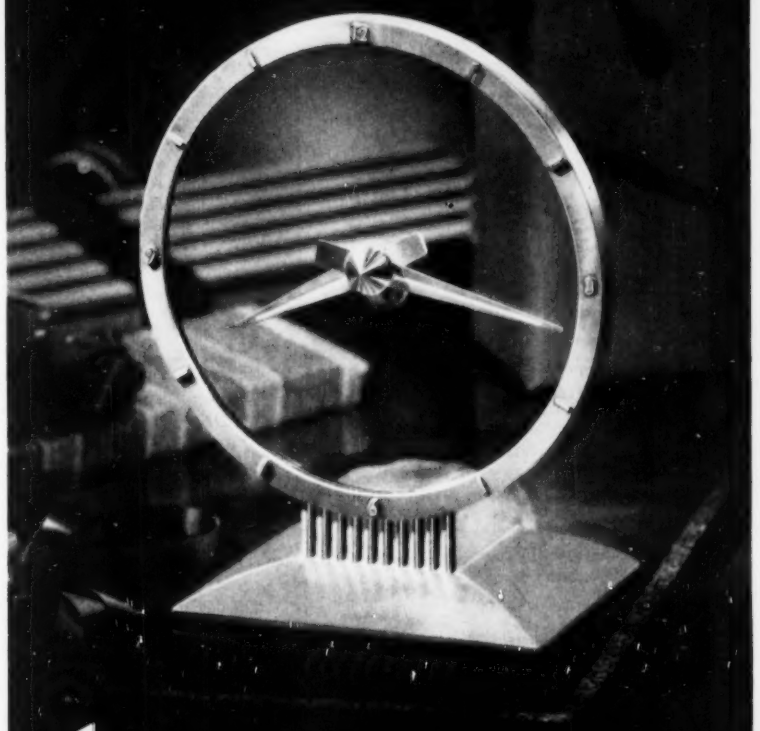
30. Fruit cake decorated with slices of pineapple, cherries, pecan halves. Personal cards can be included in tin.

31. Hammered metal sundial clock with one hand action; it's electric, eight inches high. Finished on gold effect.

32. Heavy travel kit for hard-to-pack toiletries, it is leak-proof lined.

(More pictures, page 86)

the outstanding business gift



Jefferson
GOLDEN HOUR ELECTRIC CLOCK

He may keep it in his office . . . or his wife may *insist* he bring it home. In either case, the "Golden Hour" is a gift that will be appreciated for years. The hands "float" in clear crystal, yet it is accurate to the split second. 24 Karat gold plated . . . fully guaranteed.

$22.50 plus tax

Now at better jeweler's, department and appliance stores in this handsome new gift box.

JEFFERSON ELECTRIC CO.
908 25TH AVE., BELLWOOD, ILLINOIS

For more facts circle Readers' Service Card #143

This year, let's give something DIFFERENT!

AND HERE IT IS—Beautiful and in good taste—**very** good taste! From California, a colorful Cordial Chest, with three "bottles" of cordial candies. There's a gay foil-covered bottle each of **Tom 'N Cherries** (real cherries afloat in brandy flavored liqueur); **Champ 'n Grapes** (California grapes in champagne flavored liqueur); **Krem d Menthe** (grapes in creme de menthe flavored liqueur). All are heavily coated with the finest of dark chocolate.

Non-alcoholic, but the **kick** of top quality candy, these cordials will make your customers and friends say "Yummy" and "Thanks" with every bite. Different? definitely! Delicious? decidedly!

California Cordial Chest, with set of three cordial candy filled "bottles"—delivered **$5.95**
(Orders for 100 chests or more, 10% discount)

Also available: Quart bottle of Tom 'N Cherries or of Champ 'n Grapes—delivered **$2.85**
(Orders for 100 quarts or more, 10% discount)

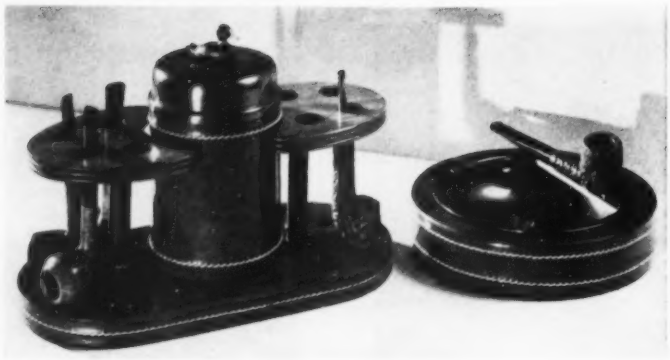
Industrial accounts welcomed. Large lists or small, carefully handled. Shipments made in early December. Packing in heavy cardboard assures safe, guaranteed arrival.

Accompany your order with names and address list, enclosure cards, if any, and remittance.

We'll put your card in every package or enclose your name on a Christmas card at no extra cost.

CORA LOU
CONFECTIONERS, INC.
A division of ALLEGRETTI KORLU, INC.
187 Shipley Street, San Francisco 7, Calif.
Since 1888

For more facts circle Readers' Service Card #68



33

Gift Gallery

34

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36

33. Combined pipe rack and humidor in harmonizing solid black walnut and saddle-stitched leather. It holds eight pipes, a half-pound of tobacco. With it, a substantial bronze-finished ash tray, recessed into a hardwood block.

34. Cherrywood seven-piece salad set includes pepper mill and salt server and two salad bowls (larger one is 10" across). All built onto wrought iron stand.

35. An automatic deep fryer for culinary artists. Big, built for heavy duty.

36. Steak knife set comes in walnut finished wood chest and platform which raises when lid is lifted. Six knives and a carving knife and fork. Blades of heavy stainless steel; handles are flameproof and made of pakkawood.

4 Wonderful Ways To Say Merry Christmas— To Customers And Associates

Distinctive Heinz Food Assortments Provide Holiday-Wrapped Gifts Of Good Taste, In A Wide Range Of Prices!

HOLIDAY GIFT ASSORTMENT

Here is a big, impressive gift package containing 15 of the Heinz varieties—including traditional holiday favorites. Packed in colorful carton, complete with mailing label, ready for shipping. Contents include—

- Fig Pudding
- Plum Pudding
- Mince Meat
- Ketchup
- Chili Sauce
- Cherry Jelly
- Grape Jelly
- 57 Sauce
- Condensed Cream of Mushroom Soup
- Hot Dog Relish
- Condensed Split Pea Soup
- Sweet Cross Cut Pickles
- Vegetarian Oven-Baked Beans
- Chicken Stew with Dumplings
- Macaroni with Cheese Sauce

Only ***$4.45*** *each**

JELLY GIFT ASSORTMENT

This sampler of six Heinz pure fruit jellies is an attractive and inexpensive gift for employees, friends or customers. These flavors are included—

- Apple
- Blackberry
- Cherry
- Elderberry
- Grape
- Red Currant

Minimum order, six assortments.
Only ***$8.40*** *per case of six.**

SWEET 'N SPICY GIFT ASSORTMENT

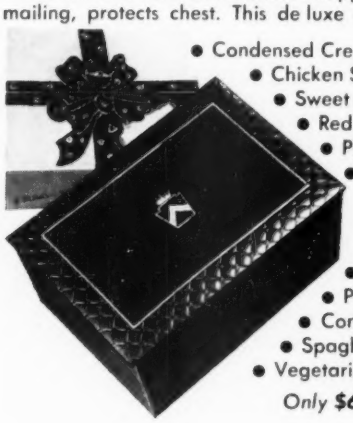
A selection of eight Heinz table delicacies *plus* genuine Fostoria crystal relish dish. Gift wrapped, with label, ready for shipping. Includes—

- Apply Jelly
- Blackberry Jelly
- Grape Jelly
- Red Currant Jelly
- Pickled Sour Onions
- Sweet Cross Cut Pickles
- Sweet Midget Gherkins
- Sweet Mixed Pickles

Only ***$3.95*** *each**

DE LUXE HOLIDAY GIFT ASSORTMENT

For that extra-special gift, here are 14 Heinz varieties packed in a chest of simulated leather. A shipping carton, ready for mailing, protects chest. This de luxe assortment includes—



- Condensed Cream of Mushroom Soup
- Chicken Stew with Dumplings
- Sweet Midget Gherkins
- Red Currant Jelly
- Plum Pudding
- Fig Pudding
- Mince Meat
- Ketchup
- Chili Sauce
- Cider Vinegar
- Pickled Sour Onions
- Condensed Consommé
- Spaghetti with Tomato Sauce
- Vegetarian Oven-Baked Beans

Only ***$6.95*** *each**

**Prices are slightly higher in some delivery areas.* All assortments (except individual six-glass jelly cartons) are packed and labelled, ready for shipping by you. Included, at no extra cost, are appropriate gift cards, envelopes and stickers. However, we'll gladly ship your assortments for you—with a small extra charge for handling. Please include instructions and necessary postal charges with your remittance. No orders filled after November 30, 1953; west of Denver, after November 15, 1953.

USE THIS HANDY COUPON TO ORDER—TODAY!

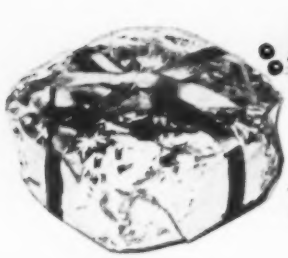
H. J. Heinz Company, P.O. Box 57
Pittsburgh 30, Pa.

Ship _____ Holiday Gift Assortments @ $4.45 each.
Ship _____ Sweet 'N Spicy Assortments @ $3.95 each.
Ship _____ Jelly Gift Assortment Cases @ $8.40 per case.
Ship _____ De Luxe Holiday Gift Assortments @ $6.95 each.

☐ Check Or Money Order Enclosed ☐ Bill My Firm

Name _____
Firm _____
Street _____
City _____ Zone _____ State _____

For more facts circle Readers' Service Card #57



Give a Gift *they can't buy*

B&C Golden Fruit Cakes are never offered for sale in retail stores. All sales are restricted to industrial and commercial firms for Business Gifts only. Your customers, friends or employees who receive these cakes cannot purchase duplicates of these gifts.

B&C Golden Fruit Cakes are entirely different from ordinary commercial fruit cakes. That is why nine out of ten firms that try giving these luscious cakes as holiday gifts continue to give them year after year.

These unusual and distinctive B&C Golden Fruit Cakes are also available in equally distinctive re-use containers having practical uses in the home and office. Sizes and choice of containers offer a selection of eighteen items in a price range from $2.35 to $11.50. The prices of similar quality containers in retail stores are often more than our wholesale price for both cake and container.

W-3-N

W-3-N. 3 lbs. B&C Golden Fruit Cake, Genuine Mahogany Cabinet in Natural Brown Finish, Durable Leatherette Lining.

FFN-2

FFN-2. 2 lbs. B&C Golden Fruit Cake, Fiber Frame 11¾ x 4 Box, Dark Brown Leatherette Covering.

PF-4

PF-4. 4 lbs. and PF-5, 5 lbs. B&C Golden Fruit Cake, Wood File Case, Dark Tan Leatherette Covering. Folders (8½ x 11) for Auto, Tax, Insurance, and A to Z Index.

B&C Business Holiday Gift Service is *efficient—complete* and *flexible* to suit your wishes. It includes an enclosure card printed with your name, or your firm name and a greeting phrase of your selection. The companion mailing label bears your name and return address.

Now baking for the holidays. Supply is limited. Place your inquiry early.

TASTE AND SEE—Use your business stationery to request a sample of B&C Golden Fruit Cake and a complete set of the containers—with no obligation except return of the containers. Taste the quality, examine the containers, and decide for yourself.

The B&C Baking Co., Inc. • 235 S. Clinton Street, Dayton 3, Ohio

Established in 1911

Specializing in baking B&C Golden Fruit Cakes exclusively for business gifts—and—complete Business Holiday Gift Service

For more facts circle Readers' Service Card #6

37

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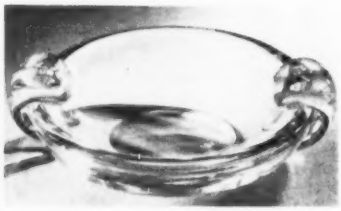


39

Gift Gallery

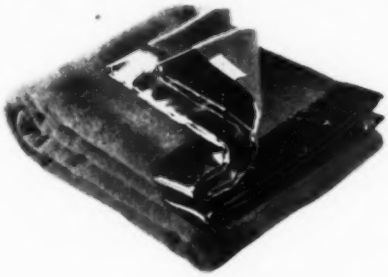
37. Foods and drinks can be whipped, blended, beaten or mixed with automatic blender which hooks to kitchen faucet.

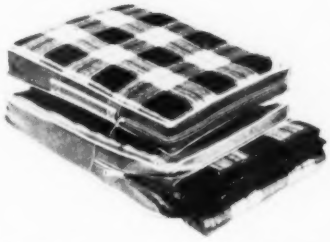
38. Hang them to decorate, or fill 'em with gifts. Made of felt or scrim, and gold metallic braid and sequins. The old-fashioned Christmas stocking brought up to date. Red and white.

39. An ash tray with crimped handles, this one is heavy. Diameter is 4½". Glass is thick and crystal-clear.

(More pictures, page 90)

When it's a matter of giving . . . give Faribo





Make a lasting impression on your clients and friends . . . choose a gift bearing the famous FARIBO label. Whether you give a Faribo Blanket that is Fluff-Loomed for added loveliness and longer wear or the versatile Faribo PAK-A-ROBE that combines an all-wool robe with its own matching cushion-carrying case, you know you are giving gifts designed specially to appeal to particular people!

See your nearest Faribo representative or write direct to the mill

NEW YORK OFFICE & SHOWROOM

40 Worth Street Gabe Morcsco WO. 4-6643, 4-6644

Daniel H. Cummings
300 W. Adams St.
Chicago 6, Ill.
CE. 6-8344

Harold J. Roach
Faribo Blankets
Faribault, Minn.
(Iowa-Neb.-Kan.)

Henry Getchell
205-206 Merchandise Bldg.
Minneapolis 3, Minn.
BR. 3321—EM. 5727

J. B. Magee
140 S. Central Ave.
Phoenix, Ariz.
AL. 3-8872

John B. Handford
3726 Vista Street
Long Beach 3, Calif.
L.B. 820-27

L. E. Masson Jr.
6601 Louis 14th St.
New Orleans, La.
AM. 1474

J. J. O'Connor
1355 Market St.
San Francisco, Calif.

FARIBO BLANKETS, Faribault, Minn.

For more facts circle Readers' Service Card #45

Not just during the Holiday Season . . . .

Sample No. E-56
Size closed
3" x 4 3/8"

but all through the year, give memo books to your customers—distribute them at meetings, conventions and your trade shows. Have your salesmen give them out on their calls or insert them with your mail.

With your ad gold-stamped on the front cover and additional advertising copy printed on the inside of the cover, these memo books put your name right in the hands of the people you want to remember you.

Available in various colors and grains of genuine and imitation leather. Tell us how many you can use and we'll send a sample and give you full cost information by return mail.

ADVERTISING CORPORATION OF AMERICA

TWO PARK AVENUE • NEW YORK 16

Factory • Easthampton, Massachusetts

For more facts circle Readers' Service Card #1

A Christmas Package from

S. S. PIERCE CO.

reflects your own Fine Taste

Delight discerning friends and associates with this handsome *Captain's Chest* from S. S. Pierce of Boston, renowned purveyors of fine foods and delicacies for 122 years. It is one of Pierce's 43 choice gift assortments — the result of our long experience in suiting every taste and preference.
June 20 *Business Week* feature article reports: ". . . the Pierce label means the highest quality . . .", a quality recognized by your lucky recipients, because the name S. S. Pierce adds distinction to your gift.

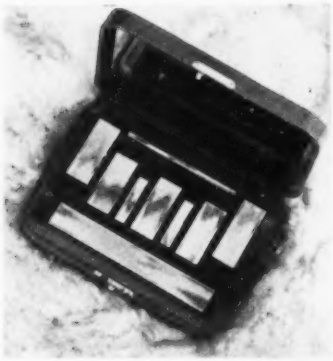
The Captain's Chest #1097, includes Red Label Deviled Crabmeat, White Meat Tuna Spread, Anchovy Paste, Lobster Spread, Cocktail Sausages . . . Embassy Rolled Anchovies, Smoked Oysters, Spiced French Sardines, Kippered Herring . . . Epicure Red Caviar, Stuffed Manzanilla Olives, Cocktail Onions, Cocktail Gherkins . . . Overland Chicken Liver Spread, Antipasto . . . Imported Flat Anchovies . . . Choisa Sardine Spread, Spanish Anchovy-Stuffed Olives, Huntley and Palmer Reception Canapes . . . Cheese and Smoked Salmon Spread . . . packed in handsome mellow pine chest . . . $10.97, shipping charges extra.

Send for S. S. Pierce's Christmas Gift Catalog. *Choose your gifts from Pierce's 43 illustrated assortments (priced $48.50 to $2.40) and other fine foods, wines, cheese and liquors. Simply indicate the gifts you wish, send us your name-and-address list, and enclose your cards. Gifts shipped anywhere — we'll bill you later.*

S. S. PIERCE CO.

141 BROOKLINE AVENUE **BOSTON, MASSACHUSETTS**

For more facts circle Readers' Service Card #95



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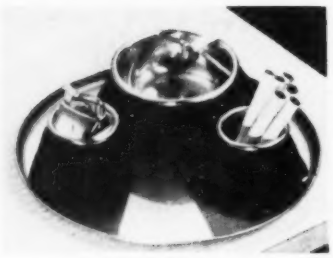


41

Gift Gallery

42

43

40. Traveling kit, fitted with toilet articles. Leather case, built around aluminum frame. Plated in 24k gold.

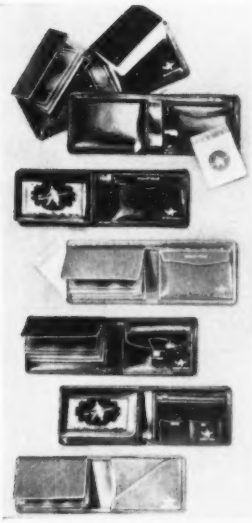
41. Non-tip "bean bag" set in polished brass with plaid bases. Tray is 9" across. Available boxed as a set.

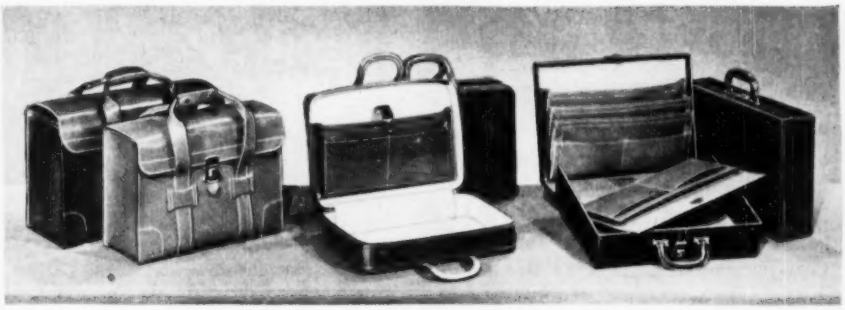
42. Portable safety lantern comes wrapped for Christmas. Red flasher is visible for 1 mile; has 1,000 ft. flood.

43. Textured dial is feature of this electric alarm. Numerals cast shadow on dial, give three dimensional effect.

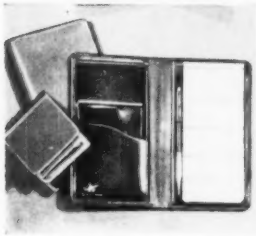
PUZZLED ABOUT GIFTS ?

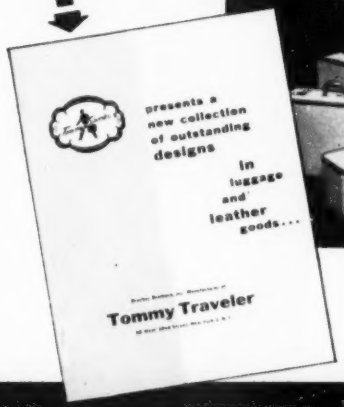
... STANDING ON YOUR HEAD TO FIND UNUSUAL GIFTS . . . GIFTS THAT DON'T

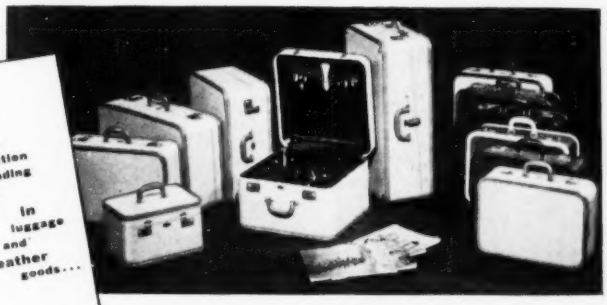




SHOUT "WE SPENT $XX.XX"... GIFTS THAT ARE USED AND REMEMBERED? YOUR SOLUTION IS TOMMY TRAVELER, BUSINESS GIFT HEADQUARTERS FOR AMERICA'S BUSINESS LEADERS.







WRITE FOR YOUR FREE COPY OF OUR BRAND NEW, FULL COLOR CATALOG

It's chock full of exciting gift ideas!

It proves why . . . *when you think of leather, you should think of Tommy Traveler!*

Brecher Brothers, Inc.,
Manufacturer of

"Tommy Traveler"

38 West 32nd Street,
New York 1, N.Y.

For more facts circle Readers' Service Card #184

Esterbrook®

FOUNTAIN PEN

When you give an Esterbrook you give a pen that becomes the user's very own—for he can personalize it with the precise point for his way of writing . . . for his writing job.

Points for Esterbrook Pens are renewable, too. In case of damage, just unscrew the old point and screw in a new one.

Gift-packaged, pens come in 4 sizes, 17 colors, and offer choice of more than 28 point styles.

Matching Push-Pencil also available.

Write for prices and complete details on imprinting with your company name.

the Lasting Gift with the right point for every writer

Esterbrook Pen and Pencil Sets

Pen and matching Push-Pencil. Handsomely gift boxed. Pencil holds 12 sticks of lead. Writes for months without reloading.

May be imprinted.

Point instantly interchangeable, instantly renewable. More than 28 point styles.

MR. WM. B. CRAIG
The Esterbrook Pen Company, Camden 1, New Jersey

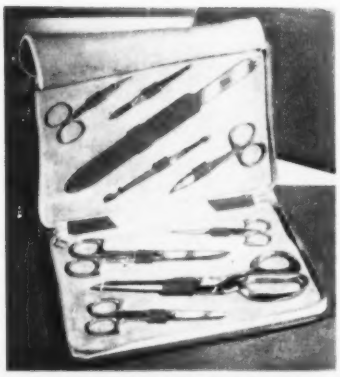
Please send me complete information on the following:
☐ Fountain Pens ☐ Pen and Pencil Sets

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
OUR STATIONER IS .....
ADDRESS .....

For more facts circle Readers' Service Card #44

44

Gift Gallery



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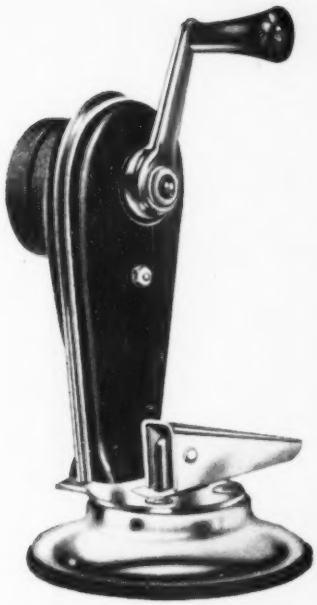


47

48

44. Vacuum pitcher with a non-drip spout. Made of plastic in two colors.

45. For the ladies—a manicure-sewing combination in cowhide zipper case.

46. Point the flame at the pipe bowl and a jet of fire makes things hot.

47. Cutlery sharpener can be mounted on table top, has a scissors guide.

48. Glass percolator makes serving decanter for other beverages, too.

(More pictures, page 94)

Esterbrook®

No. 444 DESK PEN SET

the PEN THAT FILLS ITSELF

Here's a gift that shows thought by the giver . . . a gift that fits into the daily life of the receiver.

Pen fills itself from giant ink fountain in base. Fountain base holds 40 times more ink than ordinary fountain pen —needs filling only 4 times a year in normal desk use.

More than 28 point styles available. Point instantly renewable in case of damage—at any pen counter.

Single and double pen styles—in a variety of colors and bases. Mail coupon for complete information, prices, and details on imprinting.

THE Lasting, Quality Gift ...for your customers or your staff

Point instantly interchangeable or renewable. World's largest variety of point styles.

Can be imprinted (up to 3 lines) with your company name, address, phone.

MR. WM. B. CRAIG
The Esterbrook Pen Company, Camden 1, N.J.

Please send me complete information on Esterbrook 444 Desk Pen Sets.

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
OUR STATIONER IS .....
ADDRESS .....

For more facts circle Readers' Service Card #44

Give The Gift That's New, Different and So Practical

"MINI-BLOCK"

BRAND

CHOPPING BLOCKS

and

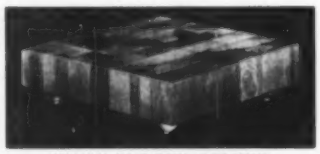
CUTTING BOARDS

Here are "good-will" builders that are sure to please the backyard chef as well as his wife. Miniature butcher blocks and boards hand-made by Maine master craftsmen from solid Rock Maple. Perfect for all kinds of carving, cutting, pounding, cleaving, barbecues, buffets, etc.

These quality woodenware items are beautifully finished in a non-toxic, non-chipping, easily cleaned, clear lacquer finish that meets all Pure Food and Drug Act specifications. "Mini-Blocks" are equipped with rubber tipped legs to prevent slipping or marring of counter surfaces.

Each block is individually packaged in a tested corrugated shipping container ready for re-shipping under your own label. Available with your company name imprinted in gold on permanent plastic name plate or hot branded into block.

Laminated blocks and boards are available to your specifications when ordered in quantity.

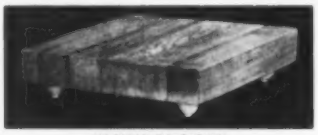


"MINI-BLOCK" DELUXE
11" x 11" x 2¼"

The all purpose, end grain block designed for kitchen use or outdoor barbecuing. Attractive, durable and fited with non-scratch, non-skid, rubber tipped wooden legs. Ship. wt. approx. 7 lbs.

"MINI-BLOCK" GOURMET
11" x 17" x 1¾"

A larger block designed for use where extra size and extra durability is required. Perfect for the sportsman or for preparing meats for deep freezing. Rubber tipped wooden legs. Ship. wt. approx. 9 lbs.



"MINI-BLOCK"
COUNTRY GENTLEMAN
11" x 11" x 1¾"

A cutting board that is ideal for slicing and dicing of all kinds. Beautifully finished to harmonize with any decor. Non-scratch, rubber tipped wooden legs. Ship. wt. approx. 6 lbs.

Act now! Write or wire for further information, prices and quantity discounts on complete line.

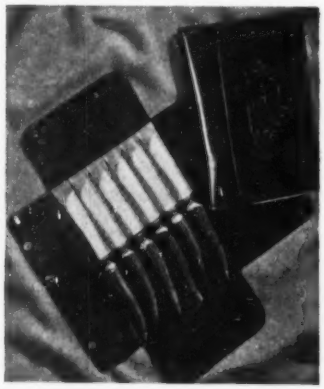
IBROC WOOD PRODUCTS CO.
P. O. BOX 1045 AUBURN, MAINE

For more facts circle Reader's Service Card #62

49. Portable radio with seven shortwave bands to pick up signals from four corners of the world. It has three antennas, operates on battery or AC-DC.

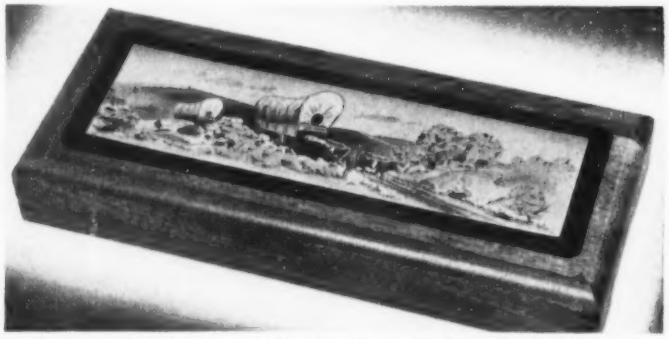
Gift Gallery

50



51

50. Nine semi-soft and soft ripe French cheeses packed in artistic carton.
51. Six steak knives of stainless steel, stag handles. Case, embossed Remelon.



52

52. Engineered for long or regular size cigarettes, four-deck mahogany card-cigarette chest has leather top which can be designed according to your wishes.

The New KENTUCKY TAVERN *Gift Decanter*

MR. BUSINESSMAN — Because gifts for your customers *must* be in the best of taste, choose this sparkling new decanter filled with America's most appreciated bottled-in-bond Kentucky Straight Bourbon. Beautifully packed in a clear view case, it comes with a festive red bow and is priced the same as our regular Kentucky Tavern fifth. Give your dealer your Holiday gift order now.

Kentucky's Finest Bourbon in America's Smartest Decanter

GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KENTUCKY

For more facts circle Readers' Service Card #53

NEW.. a Superb BUSINESS GIFT

challenger "HANDI-BOARD WITH TOOLS"

A GIFT THAT IS PRACTICAL AND THAT ENDURES—THAT IS USED EVERY DAY IN THE YEAR. TOP QUALITY THROUGHOUT. FULLY GUARANTEED. COMES IN INDIVIDUAL CARTON READY TO SHIP—YOU JUST ATTACH YOUR LABEL.

★NATIONALLY ADVERTISED

RETAIL PRICE $12.95

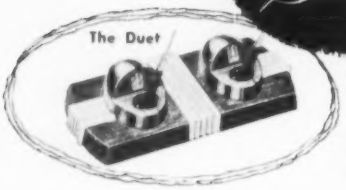
HANG ON WALL IN HOME OR APARTMENT

Here's a Gift that you can be sure is wanted *and has wonderful "eye-appeal" too!* Everybody needs this super-compact "Tool Center" for 1001 "Do-It-Yourself" Jobs around the home...for all kinds of mechanical, electrical, plumbing and general fixing work. Turns every popular nut, bolt, screw...also bends, chisels, punches, cuts wire, etc. Tools lift off instantly from steel pegs on Handi-Board...and you can't miss putting them back into proper places because each tool position is outlined on board. Comes with 15 Fine Quality Challenger Tools plus Handi-Board in rich maroon...makes a handsome permanent fixture on wall. *GET SPECIAL QUANTITY PRICES NOW!*

WRITE or WIRE TODAY to
CARDINAL WOOD PRODUCTS
9229 East Prairie Road
SKOKIE, ILLINOIS

For more facts circle Readers' Service Card #141

Your gift lives— and serves— 365 days a year when it's a Sengbusch



"capillary-action" Handi-Pen Desk Set

Here is the gift of top executive calibre — the one that keeps *you* in mind every day of the year.

Sengbusch Handi-pen sets are handsomely styled—smarten the appearance of any desk. Base is genuine selected walnut. Pen set and trim available in either gray or metallic-copper plastic to harmonize with any office decor.

Sengbusch Handi-pen Sets end dry-pen nuisance with six months average ink supply. Capillary-action feeding keeps ink fresh; pen is always ready to write. One dip writes a full page or twenty or more signatures. Complete range of points available for every writing style—and they can be changed in seconds.

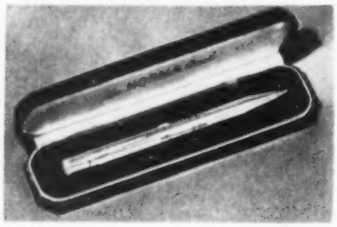
Inspect one of these sets for 10 days — then order for every executive on your list. Write to-day for complete information and quantity prices.

Sengbusch
2253 Sengbusch Bldg., Milwaukee 3, Wis.

Ask about other Sengbusch Desk sets in a complete style and price range.

For more facts circle Readers' Service Card #113

53



54

55

56

Gift Gallery

53. Picnic service for four in this double section bag; eating necessities on one side, thermal pack on the other.

54. Four lead colors in one pencil. Fingertip control switches the colors.

55. Silent butler and eight coasters are in two-tone English bronze. For individuality, have them initialed.

56. Coffee maker for autos. Installs on dashboard, plugs into lighter socket. Automatic, imported from Germany.

SEVEN YEARS OLD
you're always
smarter
to give
OLD CHARTER

in just ***7*** *seconds, here are*
7 *reasons why* **OLD CHARTER**
is your smartest gift buy for

CLIENTS

SUPPLIERS

ASSOCIATES

FRIENDS

1. Kentucky's Finest Bourbon...
2. Now 7 long years old...
3. Choicest quality...
4. Nationally known...
5. Top prestige appeal...
6. Attractively boxed...
7. Handsome new decanter...

at no extra cost!

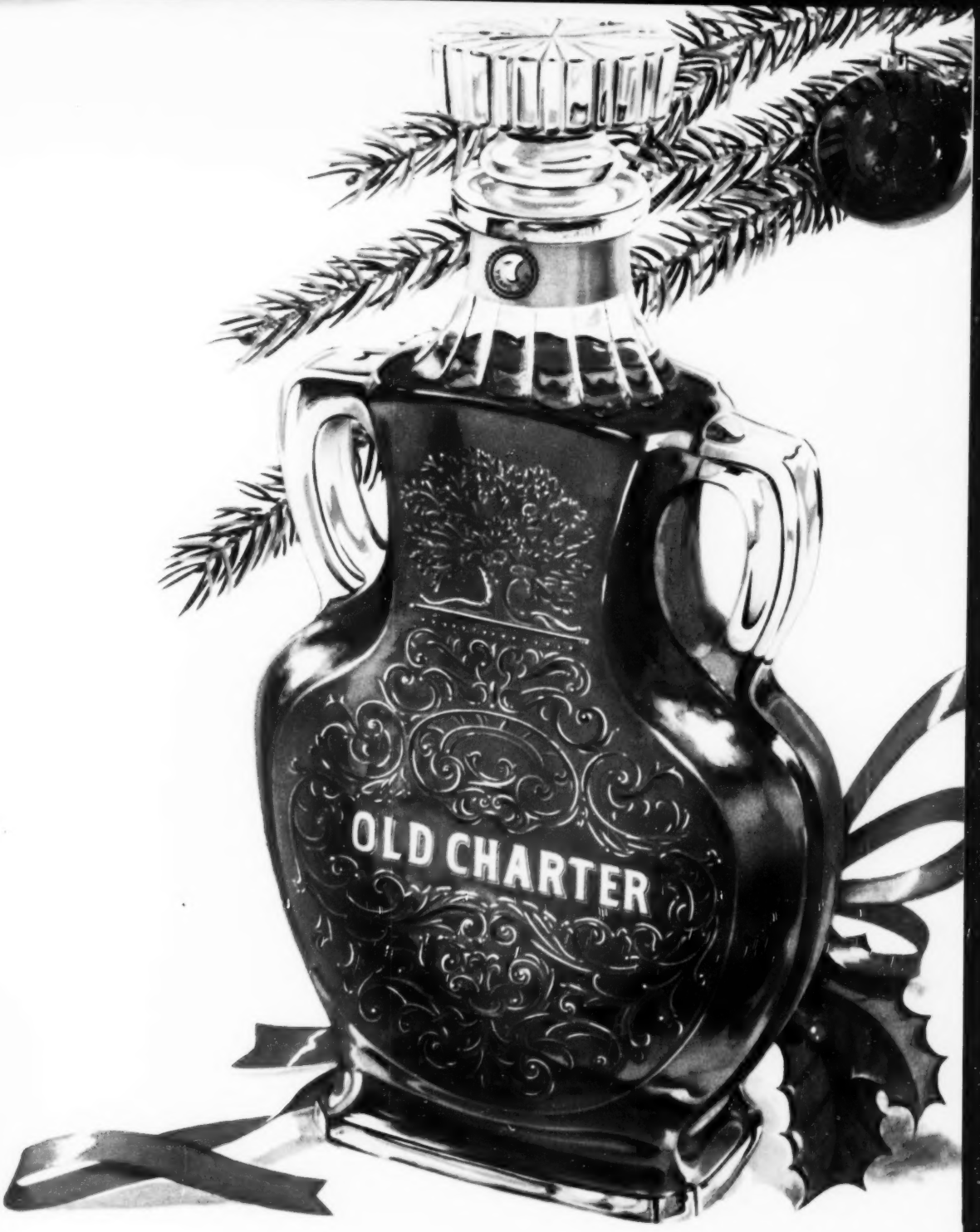
yes,
you're smarter
than ever
to choose
OLD CHARTER
in its new
decanter for all
your business
gifts!

Your selection of Old Charter, now seven long years old, marks you immediately as a man who understands this business of gifts! Old Charter's naturally ripened flavor . . . body . . . and bouquet . . . say far better than words *you know how to provide the best.*

The gleaming new decanter is another delight—and a permanent reminder of your good taste.

For years the prestige of Old Charter has been characterized by a series of handsome ads—like the one featured on the back cover of this folder. Chances are, the important people on your gift list have seen and admired them in the nation's top class magazines. It is this prestige . . . this reputation for quality that makes Old Charter the preferred gift—especially among those who know and appreciate the best, whether they usually drink Scotch, Canadian, Bonded or *Bourbon!*

For Christmas . . . for any other gift occasion during the year . . . it's so much smarter to give Old Charter!



OLD CHARTER

the whiskey that didn't watch the clock

...seven long years

FRENCH NOBILITY treasured this beautiful porcelain and bronze dore rotary clock. Now in the famous Old Charter collection, it dates from the elegant era of Louis XVI (1774-1792).

It's so much smarter to give OLD CHARTER

(especially in this magnificent new gift decanter)*

PERHAPS THE SUBTLEST COMPLIMENT you can pay a friend is a gift of Old Charter. The simple act of giving says, in effect: "I know you are a man who can appreciate the ultimate in fine whiskey. And here it is." Old Charter is available in a magnificent "heirloom" decanter (above) at no extra cost. Designed in a superb "Greek-Classic" style, it will be treasured as a keepsake even after the last drop of Old Charter has been enjoyed.

Superior from the start, Old Charter is ripened to magnificence by seven slumbrous years aging in the cask. Try it yourself. You'll see.

tick, tock... tick, tock... the whiskey that didn't watch the clock... seven long years **OLD CHARTER**

Kentucky's Finest Bourbon *Also available in regular round bottle in Holiday Carton

STRAIGHT BOURBON WHISKEY, 7 YEARS OLD • 86 PROOF • OLD CHARTER DISTILLERY CO., LOUISVILLE, KY.

a gift of quality...

DESIGNED BY POST AND PRECISION-CRAFTED FOR LIFETIME USE

Here is the ideally different gift for businessmen. A compact, pocket-size Post Slide Rule or Scale will be highly valued by purchasing agents, production men, accountants, architects and contractors . . . in fact, by nearly everybody with whom you do business.

Your COMPANY NAME imprinted on top-grain leather pocket case keeps your firm's name at your customer's fingertips.

Substantial discounts start with minimum imprint orders of 25. For "on approval" samples and further information, write to:

FREDERICK POST COMPANY—3650 N. Avondale Ave., Chicago 18, Ill.

SCALE Six-inch plastic scale, four bevel, white edge. No. 1252-M regular price $1.95

SLIDE RULE Five-inch vest pocket SLIDE RULE with engine-divided graduations. Instruction pamphlet. No. 1444-K regular price $4.75

SYMBOL OF QUALITY

POST

PRESTIGE NAME IN ENGINEERING SUPPLIES

For more facts circle Readers' Service Card #163

How to be a gift expert... without leaving your desk!

Simply ask your secretary to make up your gift list with these Oster stars.

GIVE Osterizer

ORIGINAL LIQUEFIER-BLENDER

to friends who enjoy fine food

THE NEW MODERN MEAL MAKER makes meal preparation easier, faster, better. It liquefies fresh fruits, chops or grates vegetables, mixes ingredients for any dish. Enables its owner to mix fancy drinks like a professional!

GIVE Oster STIM-U-LAX JUNIOR

to friends who enjoy complete relaxation

The soothing yet stimulating effects of a Swedish-type massage help every user "feel like a million." It delivers a gentle, rotating-patting movement through the fingers to the face, scalp or any part of the body.

GIVE Oster DOUBLE-ACTION KNIFE SHARPENER

to friends who like to carve

A real wonder-worker for the man who does the carving in his home. Sharpens both sides of a knife blade at once. Flip the switch, draw the blade through the guide. Makes knives factory sharp.

Write today for full information on these great Oster products and ask for "Christmas Guide for Executives."

John Oster Manufacturing Co., Dept. 229, Racine, Wisconsin

Please send me full details on the Oster products checked here.
☐ Osterizer ☐ Oster Knife Sharpener ☐ Stim-U-Lax Junior

Name .....

Address .....

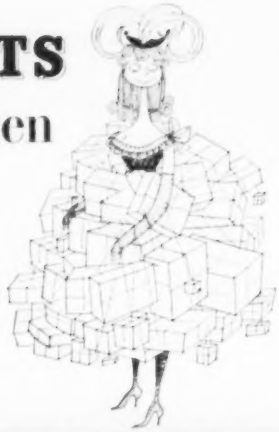
City ..... State .....

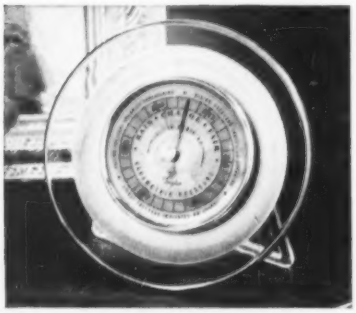
IN CANADA:
W. D. ELMSLIE, Ltd., Montreal

ANOTHER Oster QUALITY PRODUCT

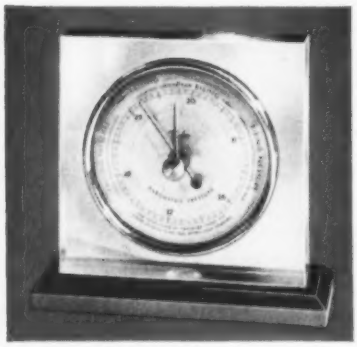
For more facts circle Readers' Service Card #90

UNUSUAL GIFTS
cheaper by the dozen

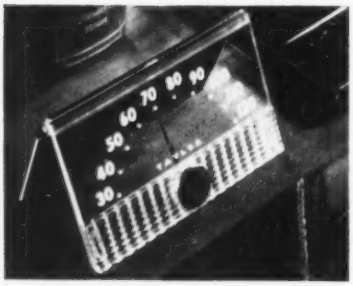




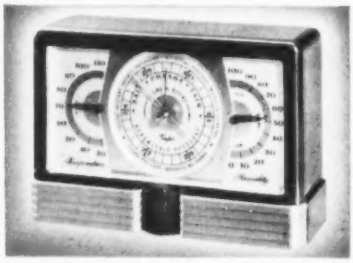
The Taylor Avondale BAROGUIDE* Barometer was styled to harmonize with any setting. It's 5" crystal clear plastic case and gold toned trim make it a distinctive gift for home or office. For table or wall. **$7.50**



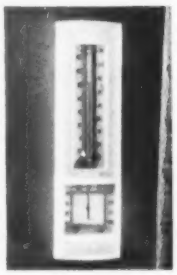
The Regis BAROGUIDE Barometer would be prized by any executive. The forecasting dial is set in strikingly handsome clear plastic block. Ideal for desk use. **$13.**



The Taylor Desk Model Thermometer was designed by Raymond Loewy. Clear plastic dial, with polished chrome-plated mirror back. 4½" x 2⅞". Quantity purchases imprinted with your name and message. **$2.25.**



The Fairmont BAROGUIDE Combination makes every man a weather forecaster. It combines barometer, thermometer and humidity unit in maroon plastic case. Gold finished reed trim and dial add the distinctive Teague touch. **$14.50.**



◀ **Taylor Indoor-Outdoor Thermometer** makes a practical gift. Upper scale shows *outdoor* temperature, dial tells how warm it is *inside*. Walnut or ivory plastic case. **$7.50.**

◀ **The New Miniature Pendant Barometer** is the gift de luxe. Exclusive Taylor STORMOGUIDE* dial, matching thermometer, beautiful 16¼" x 5½" mahogany case. Looks like twice its price of **$19.50.**

Ask about special quantity discounts at your Optical, Jewelry or Department Store. (Early quantity orders can be imprinted). Or write Taylor Instrument Companies, Rochester, N. Y., or Toronto.

(Canadian prices slightly higher). *Trade mark

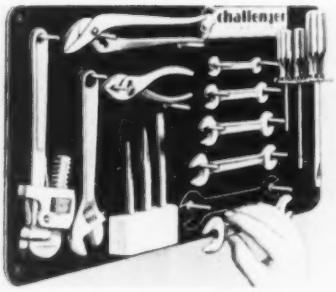
Taylor Instruments

MEAN ACCURACY FIRST

For more facts circle Readers' Service Card #123

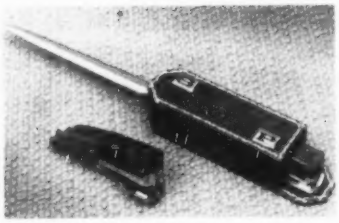
57

58



59

60



Gift Gallery

57. Evergreen door trim made from fir, red cedar, cypress, yellow pine. It's trimmed with weatherproof bow.

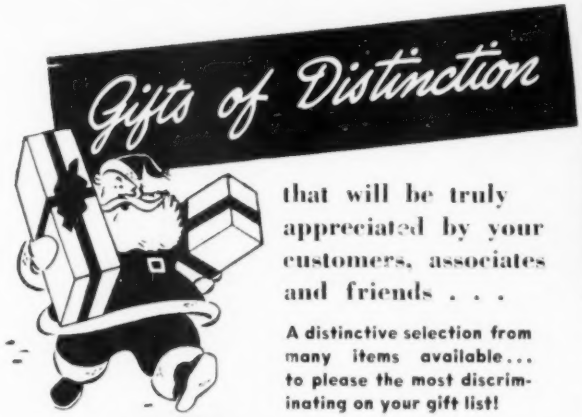
58. Tool rack, complete with 15 basic tools for fixin'. Attaches to wall.

59. Portable shaver for sportsmen operates through power unit made of three ordinary flashlight batteries.

60. Deluxe desk accessories, letter opener and stapler both finished in 24k gold-tooled leather. Gift-packed.

(More pictures, page 100)

Kimberley-Hart Presents

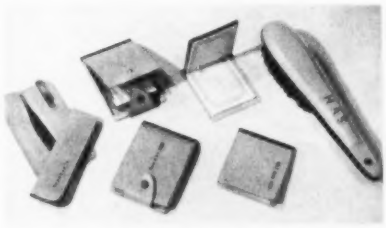


that will be truly appreciated by your customers, associates and friends . . .

A distinctive selection from many items available . . . to please the most discriminating on your gift list!

EXCITING, NEW JUMBO ASH TRAY—An exclusive design, hand made of sparkling, polished lead crystal, superbly styled! Jumbo size—7" x 7" x 1½" with wide rills for cigars or cigarettes; big enough for pipe smokers! Looks like a "million" on desk or table in any office or home. Complete with handsome, hand cut monogram, **No. 150—$6.70.** Also available in hand engraved "Duck-in-Rushes" design—**$5.45.**

PARTY GIFT BOX — Ideal for Christmas and New Year's parties! Delicious Rum and Brandy Fruit Cake, Mint Pecans, Egg Nog, Strawberry Preserves, all famous Charlotte Charles creations! For family gifts! **No. 590 — $4.75.**



PERSONALIZED LEATHER ITEMS — Quality pigskin, initials gold stamped. **No. 370,** 5½" Pocket Valet with comb and file, **$2.40. No. 390,** 4½" Pass Case; 6 acetate pockets for cards, licenses, etc., **$2.95. No. 378B,** 3½" Bill Clip; sturdy gold clip, **$2.40. No. 380,** 10" Brush, saddle stitched trim, **$4.20.**

STRAWBERRY PRESERVES — A bucket full of luscious, fully ripened Marshall strawberries — cooked to perfection by Charlotte Charles! Bucket can be re-used! **No. 525** — 2½ lbs., **$3.75. No. 535,** 3½ lbs., **$4.25. No. 550,** 5 lbs., **$5.15.**

PERSONALIZED ENGLISH SODA — An increasingly popular size, executed in sparkling crystal; handsome, hand cut monograms in block or slant style. Favorite heavy sham bases for fine balance, comfortable feel. For "on the rocks" drinks. 16 oz. **No. 416,** 8 for **$4.95**

PERSONALIZED SPORTS BAG — Ideal for weekends, clubhouse trips, extra sports clothes! Rich, leather-like plastic, scuff-resistant. Smooth Saddle finish, white stitching; full zipper, lock and key. Initials gold stamped. 18" long; fully lined. **No. 383 — $11.95**

PERSONALIZED BEVERAGE SET — Sparkling American crystal with stunning monograms hand cut in block or diamond style. Set consists of 80-oz. hand made jug, 8-12 oz. sham tumblers. **No. 351,** Set **$7.65.** Tumblers available from 8 oz. to 14 oz. in sets of 8, **$4.15**

CHARLOTTE CHARLES BRANDIED FRUIT CAKE — The world's best known heavily brandied fruit cake, the finest in the market! Made from 200 year old recipe with choice fruits and nuts soaked in brandy, basted in more brandy after baking! Packed in sparkling lithographed gift tins. **No. 603** — 3 lb. tin — **$5.60. No. 605** — 5 lb. tin — **$9.45**

Taxes included where applicable. Write today for complete details on quantity discounts. We'll gladly make direct shipments for you, gift boxed, using your own labels, and enclosing your own gift cards!

Kimberley-Hart Company

Appreciation Advertising

610 CHURCH STREET EVANSTON, ILLINOIS

For more facts circle Readers' Service Card #179

"Sending KAUKAUNA KLUB gift packages was the best idea we ever had!"

You, too, can enjoy the sincere appreciation of the folks you remember at Christmas time by joining the parade of satisfied Kaukauna Klub gift package users.

We've made up a variety of good looking (and mighty good tasting) Kaukauna Klub gift packages you would be proud to send to your fussiest customer. It's a gift the entire family can enjoy and will remember. Packages are available in price ranges to suit *every* budget.

Perhaps, you have received a Kaukauna Klub gift package in the past and are acquainted with the quality and individual attention each order receives.

We were one of the first manufacturers to pack cheese in gift packages and have the experience and know-how to take care of your most exacting requirements.

Write today for the gift brochure that gives prices and pictures each of the assortments and explains the guarantee that accompanies every order.

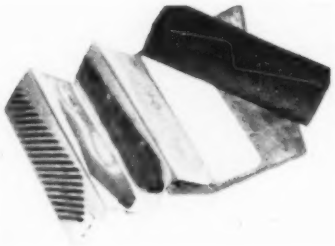
GIFT PACKAGE DIVISION

KAUKAUNA DAIRY COMPANY

KAUKAUNA, WISCONSIN

For more facts circle Readers' Service Card #175

61



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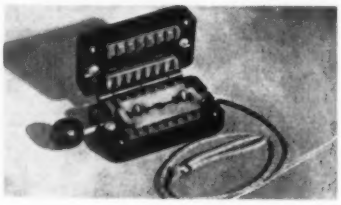
63



64

Gift Gallery

61. Reproductions of original oil paintings of Western scenes, one or series of paintings ready for framing. You can have a five-line company imprint on overlay or tip-on sheet.

62. Leather tie case built for travel, speed. Holds five ties under plastic, folds up like ordinary billfold.

63. In a miniature hat box comes a gift certificate for a topper.

64. Never a dull moment while shaving after using razor sharpener. The rotary honing action does the trick.

65

66

67

65. For entertaining on the spot, a travel bar, small as a brief case; room for bottles, tumblers, jiggers. Fitted compartments make portable bar shakeproof. Has washable interior.

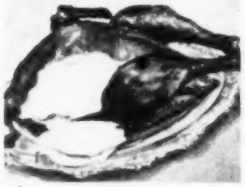
66. How far'd the ball go? Golf cart has built-in yardage meter to settle 19th-hole arguments. Folds for stowing.

67. Everything chocolate, with creams, nuts, crunches — in Christmas wrap. Company or personal greeting cards can be enclosed for shipping.

(More pictures, page 102)

Give a Gift long remembered

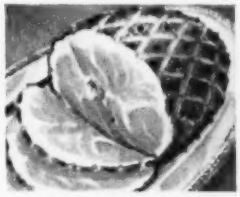
Original Pennsylvania-Dutch
HICKORY SMOKED MEATS *by mail*
HICKORY VALLEY FARM



SMOKED
TURKEY

Cooked to perfection over glowing hickory embers, these beautiful birds are heavy with luscious breast and succulent pearly-pink dark meat. Ready to eat, the answer to any gift problem.

BAKED AND GLAZED SHERRY CURED HAM



Studded with aromatic cloves, basted in rare old Sherry wine, glazed and baked in our ovens, they are delightful to look at, delicious to eat. Ready to serve, truly a gift long to be remembered.

READY TO EAT COUNTRY STYLE HAM
Sherry basted, juicy and tender ham.

Tender, Ready-to-eat
CANADIAN STYLE BACON

Plump pork loins, country-cured hickory-smoked, tastily mild. Perfect sliced cold or serve piping hot! Mild, fragrant and ready to eat.

Gift Order Blank

My check or money order enclosed. Please send products checked below; postpaid, gift wrapped, gift card enclosed.

*Name*_____

*Address*_____

*City*_____ *Zone*___ *State*_____

(Please print or type names and addresses to whom gifts are to be sent.)

NUMBER

☐ Whole smoked Turkeys, weight____lbs. @ $1.75 a lb. (aver. wt. 10-12-14 lbs.)

☐ Baked, glazed Sherry-Cured Hams, wt._____lbs. @ $1.75 per lb. (average weight 8-10-12-14 lbs.)

☐ Ready to eat Country Style Ham @ $1.50 per lb.

☐ Canadian Style Bacon 4 to 6 lb. Strips @ $2.25 per lb.

HICKORY VALLEY FARM Little Kunkleton 6, Stroudsburg, Pa.

Write for free Pennsylvania-Dutch catalog and special priced gift combinations.

For more facts circle Readers' Service Card #173

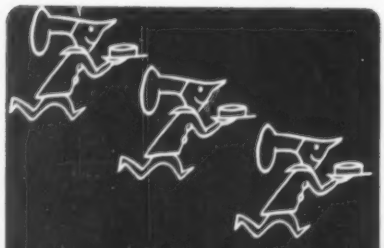
We believe this is the finest collection of Corporate Christmas Gift ideas ever made available.

When ordering, we would sincerely appreciate your mentioning Sales Management.

Thank you.

For further information on gifts featured in these pages, please write direct to the manufacturer or address:

Business Gifts Editor
Sales Management, Inc.
386 Fourth Avenue
New York 16, N. Y.



To Win Friends, Influence Customers

GIVE MANOR TEXAS FRUIT CAKE

The Choice of Gourmets the World Over!

No wonder lovers of fine foods everywhere acclaim the famous Manor Texas Fruit Cakes! Gorgeously decorated, they've a superb flavor because they're richer, more moist and tender—chock-full (actually 83%!) of the choicest fruits and Texas pecans. Delicious Manor Texas Fruit Cakes are gift packaged in handsome, useful containers, depicting classic scenes from colorful Texas history.

Thousands each year find that Manor Cakes make inexpensive yet highly appreciated gifts for customers, employees, friends and relatives. Manor will gladly package, address and mail (postpaid) your cakes. Order one cake today as a sample, and we'll send you a quantity price list. Then, if you order 24 or more cakes, we'll give you full credit for the amount of the sample cake.

MANOR BAKING COMPANY
3535 Manor Way, Dallas, Texas

Please ship me one 3-lb. Manor Texas Fruit Cake, $4.95 postpaid. I am to be thoroughly satisfied or my money will be refunded.

Company Name _____

Street Address _____

City _____ State _____

By _____ Title _____

For more facts circle Readers' Service Card #74

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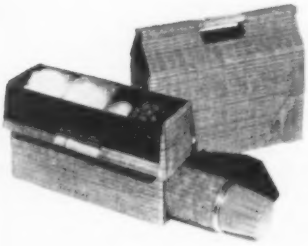

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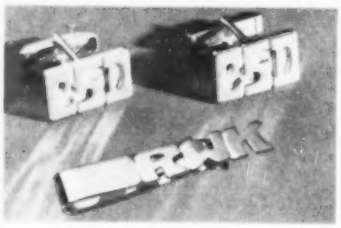


71

Gift Gallery

68. Plastic and wrought iron tray-table for snacks; molded of fiberglass, it can be folded for quick storage.

69. Lunch box fitted with vacuum bottle, compartment for sandwiches. Fashioned and matched in bamboo pattern.

70. A push-bottom fire extinguisher in a gift box. It's refillable, discharges 25-ft. stream. Stainless steel.

71. Sterling silver cuff links and a tie clasp. The set is handmade.

(More pictures, page 104)

PERFECT GIFT FOR THE WEEK-END CHEF and...

HIS FAMILY WILL USE THE WARING BLENDOR EVERY DAY!

- He makes wonderful Daiquiris, egg nogs!
- Johnny goes for milk shakes!
- Mom makes everything from fruit to nut-cakes!

You want a gift that's unique. (Waring Blendor does food preparation jobs that were once impossible.) You want a gift that will be used regularly. (Most families use Waring Blendor at least once each day.) You want a gift that's "different." (Waring Blendor is the latest appliance for the truly modern kitchen.) Waring Duo-speed Blendor shown, **44.50.** Other models from **39.95.** *If It Isn't A Waring, It Isn't a Blendor.*

PORTABLE WARING 3-SPEED MIXOR

- Smartest looking of popular new portable mixers!
- Does everything a stationary mixor does!
- Delivers full power for every job!
- Just 19.95!

See them at your Waring dealer or write for full information on quantity purchases.

Waring

Guaranteed by Good Housekeeping

WARING PRODUCTS CORPORATION, A Subsidiary of Claude Neon, Inc., 25 W. 43rd St., New York 36, N. Y.
For more facts circle Readers' Service Card #129

Who deserves This Compliment more than Your Customer?

Give him the **one** gift that says:

"To a Man of Distinction"—

LORD CALVERT

Lord Calvert is available in your choice of three velour-finish gift cartons —Holiday Red, Winter White or Forest Green.

CD/cd (Custom Distilled for a customer's delight). *That's* Lord Calvert . . . the smoothest bit of flattery to a man and his taste ever packaged. Will he appreciate such thoughtfulness? You can bet your next order! Why not get it (the Lord Calvert) for *every* customer on your list? One stop at one store and your shopping's finished.

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION. N. Y. C.

For more facts circle Readers' Service Card #188

TOOLMASTER | Builds Good Will 9 Ways . . .

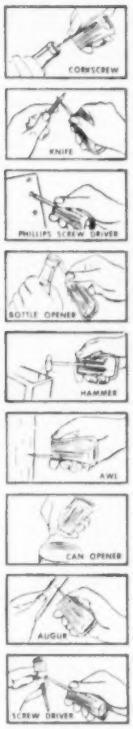
Pocket Size

•

Unconditionally guaranteed

•

Style and Construction fully covered by U.S. Patent No. 2478063



Now you remember ALL your customers with a gift that's sure to be appreciated. It will be used over and over again . . . become a pet and prized possession.

"Toolmaster" offers not ONE but NINE useful tools in one compact unit. Precision tooled from high carbon tempered cutlery steel with a mirror nickel finish, "Toolmaster" is the handsome, durable, "different" gift so many corporations are seeking.

Attractively gift boxed, this pocket size chest of tools is encased in genuine top-grain calfskin, a beautiful case which can bear your imprint.

Priced to retail at $3.50.

For attractive quantity prices, please address:

Bayes Mfg. Company Inc. *(Toolmaster Division)*

32 IRVING PLACE, NEW YORK 3, NEW YORK.

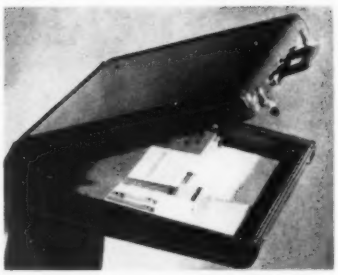
For more facts circle Readers' Service Card #9

The Prestige Gift — Etchings by Alec Stern

Choice of eight outstanding subjects, 14½ x 20 inches, with beveled mats . . . ready to frame . . . parchment folder and mailing envelope. These etchings, whether used in home or office are the out-of-the-ordinary remembrance. Sensationally priced at $5.00. Engraved parchment gift tab at no additional cost in larger quantities and at lower multiple prices. Write for catalog, price list. Also available illustrated folder of Etching Christmas Cards.

SALTZ *Advertising Specialties* 1339 Folsom St., San Francisco 3, Calif.

For more facts circle Readers' Service Card #109



72

73

74

Gift Gallery

72. Slim business case with one section for clothes, the other for business papers. For men or women. About five inches thick, case comes in brown, tan, alligator, or rawhide.

73. Pennsylvania Dutch pretzel assortment—more than 2 lbs., with a "Dutch" serving tray as an extra.

74. Desk memo-paper dispenser, with magnetic pencil. Front design is hand-tinted on finished calf leather. Unit is as high as your hand, and has spinner on back to dispense paper.

(More pictures, page 107)

☆ ☆ ☆ *For utmost satisfaction at Christmas . . . Premium fruit from Sunny Florida* ☆ ☆ ☆

We Grow and Ship ONLY

NAVEL ORANGES and PINK SEEDLESS GRAPEFRUIT

for Christmas Gift Packages

Van Kirk Groves sell premium fruit only . . . the sweetest and the best we can possibly raise. To safeguard customers' interests, we control the entire operation. Our own men cultivate, pick and pack the fruit. In every instance, it's a Van Kirk premium fruit package all the way . . . with no fruit from other growers. No expense is spared in the growing . . . and the fruit is priced right. We stand behind every shipment. That's why our fruit is known and spoken of as. . .

"THE BESTA OF THE BESTA"

Half Bushel Baskets (30 lbs.)	$ 4.60
Half Boxes (45 lbs.)	$ 6.25
Full Bushel Baskets (55 lbs.)	$ 7.15
Full Boxes (90 lbs.)	$10.90

Customers may order all Navel Oranges or all Pink Seedless Grapefruit, or a combination of both.

Prices include express charges, except for Wis., Minn., and states west of the Mississippi add 10%.

From Van Kirk Groves you buy *fruit only*, well and durably packed. No fancy packages with jams, jellies, candy, pecans. You know what you're giving . . . can be sure of safe packing . . . no worry over broken glass containers.

Gift card (your own or ours) enclosed with each order shipped out for you.

VAN KIRK GROVES • **R.F.D. No. 1, Box 484, Fort Lauderdale, Fla.**

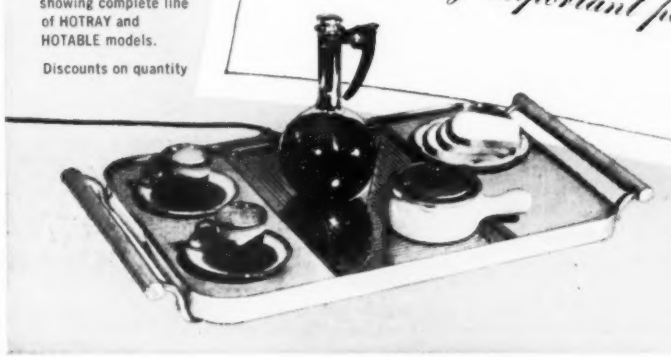
For more facts circle Readers' Service Card #126

A Limited Edition of the
HOTRAY "GOURMET"
is being reserved for use by Companies who wish to present them as
GIFTS OF DISTINCTION
to very important persons

• Hotray "Gourmet" has a patented Ra-Grid Radiant Glass center which keeps hot food appetizingly hot. Hotray can be plugged into any wall outlet. You will find it only in the smartest gift shops—gourmets applaud it, and women, especially, consider it a "find."

Write for catalog showing complete line of HOTRAY and HOTABLE models.

Discounts on quantity



SALTON REPRESENTATIVES

Burt Sloane
57 Somerset Drive
Great Neck, N. Y.
Chelsea 3-3600

Ed Koepke
P. O. Box 97
Cleveland 21, Ohio
Yellowstone 2-3079

Bruce C. Wales
6349 North Western Ave.
Chicago 45, Illinois
Hollycourt 5-6468

Martin VanBrauman
2011 Cedar Springs
Dallas, Texas
Prospect 6451

Ken Kinrich
5330 Loma Linda Ave.
Los Angeles 27, Calif.
Madison 6-5627

R.S.V.P. **Salton Manufacturing Co., Inc.**
29-31 Jumel Place
New York 32, New York

For more facts circle Readers' Service Card #107

CHRISTMAS *Gifts* BY *Capco*

THE ANSWER TO YOUR GIFT PROBLEM

- *Round Lithographed Tin Boxes*
- *Round Hammered Aluminum Boxes*

These attractive boxes filled with taste-tempting Nuts are a truly welcome holiday gift. All Nuts used are of the finest quality — large and especially selected to make these boxes a most discriminating and welcome gift. All boxes are packed in sturdy mailing cartons.

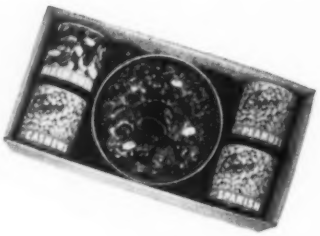
2 lb. Hammered Aluminum Box (Coach Design) Imperial Mix **$3.50**

3 lb. Hammered Aluminum Box (Coach Design) Star Sectional Design or Mixed Assortment — *Please Specify* **$4.95**

5 lb. Round Litho Tin — Star Sectional Design or Mixed Assortment — *Please Specify* **$7.50**

- *Capco Nut — Fruit Cake — Combination Box*

A high quality, delicious two pound De Luxe Rum and Brandy Fruit Cake in attractive litho tin surrounded by four 8 oz. Vacuum Tins of choice nuts. The keeping qualities of this gift also makes it ideal for overseas mailing or the boys in camp. This is a taste-tempting gift, packed in attractive Holiday mailing carton **$4.25**



- *Penguin Server*

The Penguin Server is a beautiful and practical addition to any household. Keeps hot food warm 1 to 2 hours and ice cubes cold 6 to 8 hours. The smooth styling will delight you. Handles and knob of dark wood set off the sparkling chrome to perfection. *Easy* to clean — the 2 quart inset is made of a rugged stainless steel which insures complete insulation from the outer container. Use your Penguin any place — dinners, picnics, luncheons or parties.

THIS EXTRA HANDSOME GIFT PACKED WITH 2½ POUNDS OF OUR FINEST NUTS—IMPERIAL MIX (NO PEANUTS) **$9.60**

THE CHAS. A. PETERSON CO.

917 CARNEGIE AVE. CLEVELAND 15, OHIO

PHONE: TOwer 1-4353

PROCESSED, PACKED AND MAILED FROM OUR OWN MODERN, SANITARY PLANT

WRITE FOR ILLUSTRATED FOLDER OF OUR *Complete* LINE OF *Capco* CHRISTMAS GIFTS

For more facts circle Readers' Service Card #170

GOOD WILL GIFTS

Thoroughbred Mugs

. . . each with a different horse design in high relief and natural color on a beige background with green trim. Four 12 oz. ceramic mugs with braided, crop-like handle, Set. ppd.

$4.95

Home Bar Set

. . . has all the tools needed to mix any drink. Set contains bar recipe - mixing glass, gleaming stainless steel shaker, authentic bar strainer, stirring spoon and handy ice-tongs. Set, ppd.

$5.00

Horse Ice Bucket

. . . is fiberglas insulated for 24-hour ice-keeping — holds as many as 40 cubes. Decorated handsomely with lithographs by Paul Brown, top equine artist. Ivory background, horses in natural tones. Each, ppd.

$9.95

SATISFACTION GUARANTEED

Send for circular of other WONDERFUL gifts!

THE WONDER BAR SHOP

P.O. BOX 425-S TRENTON, N. J.

For more facts circle Readers' Service Card #189

Say:—

"Merry Christmas"

with

MAGAZINE SUBSCRIPTIONS

each issue comes with your Good Wishes

Subscriptions are high up in popularity of national surveys for the gift "most appreciated." The well chosen magazine subscription brings enjoyment and gratitude throughout the year.

Our Agency offers you the service of handling ALL subscriptions—new and renewals to business or general magazines—for men, women and children.

Send us your list and we will quote the lowest Special Christmas rates; or let us know the number of people on your list, the field of interest and your budget—we will make suggestions to completely meet your needs.

Whether your list is new, or renewal of last year's subscriptions, you will find that our individual attention assures proper handling of your order. Publishers' own, or Special Gift Card sent on time. Subscriptions addressed correctly. WRITE US about your special requirements.

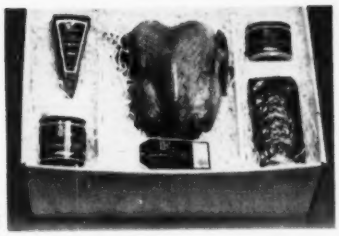
The Turner Subscription Agency, Inc.

Dept. H

30 Irving Place New York 3, N. Y.

— Established 31 years —

For more facts circle Readers' Service Card #190



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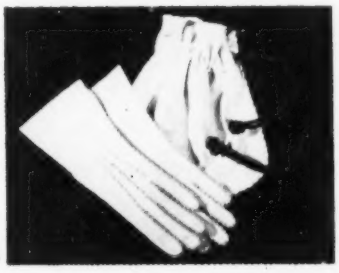

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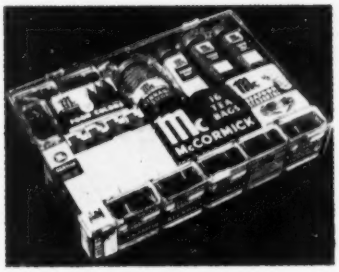

77

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Gift Gallery

75. Smoked turkey buffet will serve up to 25 guests. Recipient gets bird, cheese, dressing, cranberry relish, fruitcake, instructions for fixin'.

76. From the heart of Wisconsin deer country comes hand-crafted deerskin pouch bag with matching gloves. In natural, saddle or cork shades.

77. Spices and extracts—vanilla to tea—from around the world. Over 20 spices for pot-luck, encased in plastic.

78. Saddle-stitched case full of close shaves. Complete with matching cord, plastic cord-ring, plastic head-guard and two cleaning brushes.

HIS WIFE HIM and YOU

You can trust his wife's gratitude to keep him reminded of your thoughtfulness, when you give him *this* token of your pleasant business relationship . . .

Dulane ORIGINAL **Fryryte**®

AUTOMATIC ELECTRIC **DEEP FRYER**

DEEP FRIES • BAKES • ROASTS • STEWS

How can he help keeping you prominently in mind when his wife daily serves him the delicious dishes she'll love to cook in the Dulane FRYRYTE? It's the most wanted gift, the most used and useful kitchen appliance. Women love its convenience, its speed, and its sure automatic results. A gift of a Dulane FRYRYTE will get *results* for *you*, too!

DULANE INC.

RIVER GROVE, ILLINOIS

For more facts circle Readers' Service Card #39

Use Post Card To Get More Facts

As a service to readers who haven't decided on their 1953 business gifts, Sales Management has set up a separate division bureau which without obligation will render a mailing service and, on request, an advisory service.

The mailing service works this way: As you read this section of the magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then turn to the post card insert facing the inside back cover. Circle the corresponding number(s) on the card—sign—mail.

"DETROIT MICHIGAN AREA"

"Gifts of Taste"

Distinctive Gifts of Quality

From Medford, Oregon

Pinnacle of Perfection in Fruit Delicacies, Fruit Clubs, Fruit Baskets, Harvest Carts, Wheelbarrow Salad Bowls, Giant Nuts, Preserves, Fruit Cakes, Plum Pudding, Famous Comice Pears.

From Little Kunkletown, Penna.

Hickory Smoked Turkeys, Baked and Glazed Hams, Canadian and Slab Bacon, Liverwurst, Hickory Smoked Meat Clubs.

From Wisconsin

Famous Cheese of the Month, Cheese treats.

From Texas

Mexican Fruit Baskets, Texas Pink Grapefruit and Oranges.

From Michigan

"Peters" Smoked Hams—Fresh Turkeys.

From Florida

Oranges, grapefruit, tangerines.

From Illinois

Steak of the Month Clubs.

Plastic Poker Table Sets—New—Oval and Round Table and chair sets.

Television pull up Tables.

"Penguin" refrigerated custom built cabinets—New and different.

Write, wire, phone for representative

W. LEROY COUGHENOUR

429 South Highland, Dearborn, Michigan

Logan 1-3296 Trinity 3-0200

For more facts circle Readers' Service Card #182

Among the Firms Contributing to the Christmas Survey:

U. S. Gypsum Co.
Victor Adding Machine Company
Westinghouse Electric Corp.
The Flintkote Co.
Coffing Hoist Co.
Reynolds Wire Division, National Standard Co.
Illinois Tool Works
Electro-Motive Division of General Motors Corp.
Conco Engineering Works, Heating Div., H. D. Conkey & Co.
The Chicago Hardware Foundry Co.

Eclipse Machine Division, Bendix Aviation Corp.
Barber-Coleman Co.
Geo. D. Roper Corp.
American Steel & Wire Div., United States Steel Co.
Johnson Motors, Div. of Outboard, Marine & Mfg. Co.
Ward-Stilson Co.
Arvin Industries, Inc.
Magnesium Company of America
Faultless Caster Corp.
International Steel Company

Bowser, Inc.
Reynolds Metals Co.
Borg-Warner Corp.
P. R. Mallory & Co., Inc.
Continental Steel Corp.
Automatic Pencil Sharpener Co.
The Adamo Co.
General Petroleum Corp. (Calif.)
Sunset Oil Co.
Western Airlines, Inc.
Bendix Aviation Corp. (Pacific Div.)

Crown Zellerbach Corp.
Natioaal Lead Co.
Schlage Lock Co.
Bridgeport Brass Co.
General Electric Co.
The Sessions Clock Co.
The Stanley Works
SoundScriber Corp.
Trumbull Electric, Department of General Electric Co.

The Yale & Towne Mfg. Co.
Pitney Bowes, Inc.
The Torrington Co.
International Latex Corp.
E. I. du Pont de Nemours & Co. (Inc.)
National Container Corporation
Pan American World Airways
Atlantic Steel Co.
Dodge Manufacturing Corp.
United States Rubber Co.

Indiana Steel & Wire Co.
World Bestos Corp.

(Continued on page 110)

Gifts they'll remember you by!

Purposeful . . . Distinctive

LEED'S lightweight LUGGAGE

for travelers and sportsmen

LEED'S Travel Wardrobe Bags

Carry 10 dresses or 5 suits without a wrinkle

Awarded the Fashion Academy GOLD MEDAL 1954

LEED'S DUO-PAK

The ONE bag with TWO compartments. Top compartment for clean clothing. Separate bottom compartment for shoes, soiled clothes.

LEED'S "Suburban" QUICK-ZIP

Fashion-styled accessory bag. Outside pocket. Doubles as handbag.

LEED'S LIGHT-ZIP

Weighs next to nothing! Spacious design. Built over duraluminum frame.

America sees Leed's in

LIFE • ESQUIRE • LADIES HOME JOURNAL • GOOD HOUSEKEEPING HOUSE AND GARDEN • REDBOOK

LEED'S TRAVELWEAR CORPORATION
185 Madison Avenue, New York 16, N. Y.

the world's largest manufacturer of zipper luggage

For more facts circle Readers' Service Card #183

Fancy Wisconsin Cheese

● Premium, extra-quality grades of Wisconsin's famous cheese . . . beautifully packaged in a wide variety of gift assortments. Whether your gift list is large or small every detail, from prompt acknowledgement to final shipment direct to recipient with gift card enclosed, will be expertly handled. All prices are postpaid.

PACK NO. 1 (SHOWN ABOVE) Contains Cheddar, Brick, Club Spread, Smoky, Celery ..... **POSTPAID $2.95**

PACK NO. 5—Port Salut, Club Spread, Brick, Cheddar, Smoky, Caraway, Wine and Rum Cheddar ..... **POSTPAID $4.95**

WILLOW HAMPER (PACK NO. 16)—Contains 15 great varieties of fancy Wisconsin Cheese . . an impressive, luxurious gift. **POSTPAID $12.95**

WRITE FOR CATALOG, available September 15, showing complete selection of gifts from $2.95 to $25.95.

THE Wisconsin Cheeseman

MADISON 5, WISCONSIN

ROUTE NO. 2

For more facts circle Readers' Service Card #131

Devoe & Raynolds Co., Inc.
The Visking Corp.
Link-Belt Speeder Corp.
The Louden Machinery Co.
Rath Packing Co.
Clayton & Lambert Mfg. Co.
Federal Chemical Co., Inc.
American Oil Co.
Koppers Company, Inc.
Pittsburgh Plate Glass Co.
The Black & Decker Mfg. Co.

Samson Cordage Works
Shell Oil Co.
Combustion Control Corp.
Elliott Addressing Machine Co.
Simonds Saw & Steel Co.
Hodgman Rubber Company
Simplex Time Recorder Co.
Millers Falls Co.
Champion Lamp Works
Morse Twist Drill & Machine Co.

The Gamewell Co.
Sylvania Electric Products, Inc.
Monsanto Chemical Co.
The B. F. Goodrich Chemical Co.
Norton Co.
American Electrical Heater Co.
Bohn Aluminum & Brass Corp.
Burroughs Adding Machine Co.
Detroit Steel Products Co.
Detrex Corp.

Russell Stover Candies

. . . a wise choice for your Christmas gifts to Customers, Employees and Friends. Everyone likes good candy, and Russell Stover Candies are the finest you can give!

SUBSTANTIAL SAVINGS ON QUANTITY ORDERS

Your choice of CHOCOLATE ASSORTMENTS in 1 to 5 lb. boxes. CHRISTMAS WRAPPED, ready to give! INDIVIDUAL MAILING SERVICE Write today for details →

RUSSELL STOVER CANDIES Q.O.D.
1206 Main St., Kansas City 6, Mo.
Please send color folder showing candy assortments and quantity prices.
NAME _____
ADDRESS _____

For more facts circle Readers' Service Card #118

AIRPLANE CONSTRUCTION

MAXIMILLIAN

BONDED LUGGAGE

- **Acknowledged to be the world's finest luggage!**
- **The only luggage insured for 5 years!**

WRITE FOR CHRISTMAS COLOR CATALOG AND DEALER PRICE LIST

PREMIUM DIVISION

FIRMAN LEATHER GOODS CORP.

122 Fifth Ave. New York 11, N. Y.

For more facts circle Readers' Service Card #191

Wyandotte Chemicals Corp.
Harnischfeger Corp.
Minneapolis - Honeywell Regulator Co.
American Hoist & Derrick Co.
Minnesota Mining & Manufacturing Co.
Moore Business Forms, Inc.
Weyerhaeuser Sales Co.
Wood Conversion Co.

Clipper Mfg. Co.
Skelly Oil Co.
Union Wire Rope Corp.
Standard Steel Works
McQuay-Norris Mfg. Co.
United Van Lines, Inc.
Wagner Electric Corp.
Overland Greyhound Lines
Thomas A. Edison, Inc.
The R. M. Hollingshead Corp.
Red Devil Tools

Federal Electric Products Co., Inc.
Rubberset Co.
Tung-Sol Electric, Inc.
Industrial Tape Corp.
Monroe Calculating Machine Co., Inc.
Bendix Aviation Corp.
DeLaval Steam Turbine Co.
Thermoid Co.
Kentile, Inc.
Blaw-Knox Co.

The Living Gift for Home or Office!

New! Indoor Decorative Plants!

RARE
Johnsii Variety
(non-vining)

PHILODENDRON

Lasting glamour for smart interiors—Johnsii, most fascinating of all Philodendron. This exotic Brazilian plant flourishes indoors, growing broad (notched) lustrous green leaves in beautifully balanced shape. Large, healthy plants (15-18 inches tall) shipped growing in attractive clay pots, well rooted in rich soil. Guaranteed by grower with 20 years experience.

$3.50 EACH
2 for $6
(matched pair)

We Pay Postage

Order now! Send your cards or we will supply gift cards.

JOHN SCOTT NURSERIES, Box 357-S APOPKA, FLORIDA

NAME .....

STREET .....

CITY ..... STATE .....

For more facts circle Readers' Service Card #79

The most exciting and "best liked" gift!

DEERSKIN GLOVES

Individually made, hand-sewn, beautifully styled by expert glove tailors, in the heart of the Wisconsin deer country.

Warm, comfortable, extra long-wearing, soap and water cleanable.

Warranted top grade, full grain deerskin. Choice of rawhide color (light) or saddle (darker). Choice of swagger stitch or running stitch.

State after each name, whether men's or women's style, and choice of color and stitching. We suggest early orders. No orders can be accepted after November 5. *Samples loaned for inspection* to responsible firms. Use letterhead; give title.

Men's Gloves $6.95 • Women's Gloves $5.95

HOW CAN WE GUARANTEE PERFECT INDIVIDUAL FIT?

Send us names, addresses, glove sizes when known. If size is not known, we write and tell that we have been paid for making this luxurious gift for them. They return the card giving exact size and any special advice. They won't know until the gloves arrive at Christmas, with your card, who it was that gave Santa the idea for "the gift I liked the best of all the gifts I got."

NEW THIS YEAR, VERY DE LUXE, FOR THE WOMEN EXECUTIVES

Soft, luxurious pouch of deerskin, rawhide or saddle shade, with hand sewn gloves to match, in swagger stitch.

Pouch $10, plus $2 tax Gloves $5.95

GLOVE TAILORS • ANTIGO, WIS.

For more facts circle Readers' Service Card #186

Where to Buy It . . .

So that our picture gallery of gift ideas can be of help to you in making gift decisions, we have indexed photographs by number and page, below. Opposite picture numbers you will find the name and address of the source. "QD" indicates that quantity discounts are available.

Page 4

1. Spill-Stop Mfg. Co., 2750 N. Wolcott Ave., Chicago, Ill. Set of six, $10.75. QD.

2. The Swiss Cheese Shop, Monroe, Wis. $15.60. QD.

Page 5

3. Gift Ideas, P.O. Box 71, Norton, Conn. $17.50. QD.

4. Hadlock Fruit Co., P.O. Box 8-S, Mount Dora, Fla. $15.

5. California Fruit Products, Ltd., Pasadena 3, Cal. $4.95. QD.

6. Bradens California Products, Inc., 777 Arcade, Cleveland 14, O. $24.25.

Page 74

7. Jordan's Old Virginia Smoke House, Box 324, Richmond, Va. About $20.

8. L. J. Houze Convex Glass Co., Point Marion, Pa. $1.60, set of four. QD.

9. Shaw-Barton, Inc., Coshocton, O. About $25. QD.

10. A. T. Cross Century Pencil Co., 53 Warren St., Providence 7, R.I. $6. QD.

Page 76

11. Kiddie Manufacturing Co., Bloomfield, N.J. $15. QD.

12. Bernad Creations, Ltd., 923 Old Nepperhan Ave., Yonkers, N.Y. $5. QD.

13. Brown & Bigelow, St. Paul 4, Minn. About $8. QD.

Page 78

14. Servel, Inc., 119 N. Morton Ave., Evansville 20, Ind. About $170.

15. Benedictine, Julius Wile Sons & Co., Inc., 2 Park Ave., New York City; tray, American Glass Novelty Mfgs., 741 6th Ave., New York City; lighter, Ronson Art Metal Works, Inc., Newark 2, N.J.

16. Autopoint Co., 1801 Foster Ave., Chicago 40, Ill. About $1.50. QD.

Page 80

17. Shaw-Barton, Inc., Coshocton, O. About $3.50. QD.

18. Kem Plastic Playing Cards Inc., 595 Madison Ave., New York 22, N.Y. $7.50.

19. Nesco, Inc., 947 W. St. Paul Ave., Milwaukee, Wis. $1.79.

Page 81

20. Terry Products Div., Mooresville Mills, Empire State Bldg., New York 1, N.Y. Set $3.60. QD.

21. The Kemper Thomas Co., Cincinnati 12, O. $14.93. QD.

22. The Haas Co., 268 Fourth Ave., New York 10, N.Y. $75.

Page 82

23. Humidor, Alfred Dunhill, 620 Fifth Ave., New York, N.Y., $19.50; pot, B. Altman & Co., Fifth Ave., at 34th St., New York, $9.50; cups & saucers, $3 each, Altman's; tray, Georg Jensen, Inc., 667 Fifth Ave., New York, $21.50

24. Valerie Jean Date Shop, Box 1786, Thermal, Cal. Six lbs., $10.45; two lbs., $3.95.

25. Sylvia Moss Gifts, Box 334, Glenbrook, Conn. About $10. QD.

Page 84

26. Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill. Camera, $49.95; projector, $99.95.

27. Swank, Inc., 2 W. 37th St., New York City. Clip, $2.50; links, $2.50; comb & file set, $5; billfold, $5; wallet, $7.50.

28. Ritepoint Co., 4350 S. Kingshighway Blvd., St. Louis 9, Mo. Set, about $10. QD.

29. Recorday Co., 53 State St., Boston 9, Mass. $6.75. QD.

30. Manor Baking Co., Dallas, Texas. Write for prices, discounts.

It's Good Business to Give De Met's!

"TURTLES", no finer gift for all your friends! Distinctively different, delicious pecan halves covered with *creamy* milk chocolate and *smooth* caramel!

Write for information on quantity discounts.

You've never tasted Candy like this!

MADE ONLY BY
DeMet's, INC.
177 N. FRANKLIN ST.
CHICAGO 6, ILLINOIS

TURTLES
BRAND
CHOCOLATE PECAN CARAMEL CANDY
is the U. S. registered Trade Mark of DeMet's, Inc.

For more facts circle Readers' Service Card #192

Page 85

31. Haddon Products Inc., 2068 So. Canalport Ave., Chicago 8, Ill. Write for prices.

32. Charles Doppelt & Co., 2024 So. Wabash Ave., Chicago 16, Ill. Write for prices

Page 86

33. McDonald Products Corp., Duk-It Bldg., 721 Seneca St., Buffalo 10, N.Y. Humidor, $14.50; tray, $10. QD.

34. Saxon House, 2539 N. Holliston Ave., Altedena, Cal. $9.95 per set. QD.

35. Dulane Inc., 1900 River Road, River Grove, Ill. $36.95.

36. The Burns Mfg. Co., Syracuse, N.Y. $16.75. QD.

Page 88

37. Aqua-Matic Products Co., Poole St., Oceanside, N.Y. About $8.

38. Sylvia Moss Gifts, P.O. Box 334, Glenbrook, Conn. $6.50 to $16, depending on pattern. QD.

39. Steuben Glass Inc., 718 Fifth Ave., New York City. $15.

Page 90

40. The Shelgrn Co., 505 Fifth Ave., New York 17, N.Y. About $30. QD.

41. McDonald Products Corp., Duk-It Bldg., Buffalo 10, N.Y. $12.95. QD.

42. Economy Electric Lantern Co., 810 N. Sixth Ave., Sturgeon Bay, Wis. $6.95. QD.

43. Telechron Dept., General Electric Co., Ashland, Mass. $6.95.

Page 92

44. Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn. $6.95. QD.

45. The Henkel-Clauss Co., Fremont, O. About $27.95. QD.

46. Beattie Jet Products, Inc., 19 E. 48 St., New York 17, N.Y. About $7.

Page 93

47. Dazey Corp., St. Louis 7, Mo. $6.25. QD.

48. Cory Corp., 221 N. LaSalle St., Chicago, Ill. Write for prices, discounts.

Page 94

49. RCA Victor Div., Radio Corp. of America, Camden, N.J. About $139.

50. Behle Bros. Co., Rolling Prairie, Wis $4.50. QD.

51. Brown & Bigelow, St. Paul 4, Minn. Write for prices, discounts.

52. Shaw-Barton, Inc., Coshocton, O. About $8. QD.

Page 96

53. Sylvia Moss Gifts, P.O. Box 334, Glenbrook, Conn. $20.95. QD.

54. Norma Pencil Corp., 137 W. 14th St., New York 11, N.Y. Models from $5 to $15.

55. L. E. Mason Co., Boston 36, Mass. Silent butler, $5.95; coaster set, $4.95. QD.

56. Cuno Sievers, 101 Cedar St., New York 6, New York. $29.95.

Page 98

57. G. R. Kirk Co., Tacoma 2, Wash. Write for prices, discounts.

58. Penens Corp., Schiller Park, Ill. $12.65.

59. North American Philips Co., Inc., 100 E. 42nd St., New York, N.Y. $29.95.

60. Newton Mfg. Co., Newton, Iowa. Set, $3.65. QD.

Page 100

61. Delano Studios, 31 E. 18th Ave., Denver, Colo. Prints, 23" x 19", $5. QD.

62. Wright Leather Specialties, 8300 Manchester Ave., St.Louis 17, Mo. $5.26. QD.

63. Dobbs Hats, 417 Fifth Ave., New York, N.Y. Write for prices, details.

64. Blademaster, Inc., 315 E. 91st St., New York 28, N.Y. $2.95. QD.

Page 101

65. Saltz Advertising Specialties, 1339 Folsom St., San Francisco, Cal. $24.50.

66. Joseph R. Gerber Co., 1305 S. W. 12th Ave., Portland 1, Ore. $39.50.

67. Russel Stover Candies, 1206 Main St., Kansas City 6, Mo. Write for prices, discounts.

Page 102

68. Walter W. Cribbins Co., 557 Howard St., San Francisco 5, Cal. $9.75.

69. Wright Leather Specialties, 8300 Manchester Ave., St. Louis 17, Mo. $11.98. QD.

70. Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N.J. Write for prices.

71. The Kimberly-Hart Co., 610 Church St., Evanston, Ill. Links, $7.95; clasp, $6.40. QD.

Page 104

72. Shwayder Brothers, Inc., 1050 S. Broadway, Denver 9, Col. $19.50.

73. Bachman Bakeries, Inc., 2501 Kutztown Rd., Reading, Penn. $3.95.

74. The Kemper-Thomas Co., Cincinnati 12, O. $5.95. QD.

Page 107

75. Fearn Foods Inc., Chicago, Ill. $27.50. QD.

76. Glove Tailors, Antigo, Wis. Write for prices.

77. McCormick and Company, Inc., Baltimore, Md. Write for prices.

78. Schick Inc., Stamford, Conn. $26.50.

New Gift Idea!

Personalized BRUCE CHOP BLOCK

• *Handsome* • *Useful* • *Permanent*

It's sure to make a hit with your customers and their wives!

• This new home-size butcher block of end-grain laminated hardwood is a perfect gift for all your customers. They'll take it home and use it in the kitchen and for outdoor barbecues. Personalized with attractive decal carrying your company name or slogan, it is a constant good will builder.

The Bruce Chop Block is as useful as it is handsome. It's just the thing for tenderizing steaks, dicing vegetables, chopping salads, and slicing foods. Handy size: 11¼ in. square, 2⅞ in. high. (A larger and a smaller size are also available.)

When you see the Bruce Chop Block, you'll want one yourself. Satisfaction guaranteed or your money back.

Retails for $5.95

WRITE FOR QUANTITY PRICES

E. L. BRUCE CO.

1722 Thomas St., Memphis 1, Tenn.

For more facts circle Readers' Service Card #194

Numbers for certain bleed advertisements were omitted. The numbers to use on these are: Old Forester, 18; Samsonite - Shwayder Bros., Inc., 110; Angelus Clocks, 4.

INDEX TO ADVERTISERS

For the convenience of readers who have at least tentatively decided in favor of a general type of product, and who wish to study the advertisements of all makers or suppliers of such products, SALES MANAGEMENT offers the following code arrangement:

Food, fruit and liquor....FFL
Other items for home and family use....H
Recreational....R
Personal....P
Desk and Office Equipment....DO
Gift Specialists or Jobbers....GS

Advertising Corporation of America—DO 89
Angelus Clocks—H 32D
American Fabricated Products Co.—H 62
American Maple Products Corporation —FFL 55
Ansco—P 28
Armor Bronze & Silver Co., Inc.—H 17
Around the World Shoppers Club—H 13
Arrow Safety Device Co.—H 60
J. J. Auerbach Co., Inc.—R 55
Autopoint—GS 67

Bachman Bakeries Inc.—FFL 18, 78
The Barfield Groves—FFL 18
Bayes Manufacturing Company—H, R 104
The B & C Baking Co., Inc.—FFL 88
Benellis of Utah—FFL 25
Behle Bros. Co.—FFL 16
W. Bell & Co.—GS 52
Benedictine—FFL 11
Blademaster Inc.—P 32
Blue Mounds Cheese Mart—FFL 47
Bluhill Foods, Inc.—FFL 19
Bradens California Products, Inc.—FFL 54
Brecher Brothers—P, DO 91
Brown & Bigelow—DO 9
Browning Arms Company—R 1
E. L. Bruce Co.—H 113
Burns Manufacturing Co.—H 82
Burpee Can Sealer Company—H 61
Bushnell Optical Corporation—P 20

Camfield Manufacturing Co.—H 37
Cardinal Wood Products—R 96
Castlewood Manufacturing Co.—H 54
Charm Products Manufacturing Corp.—P 52
Chatham Manufacturing Company—H 73
The Cheese Box—FFL 20
Cheese Products Company—FFL 53
Chelsea Clock Company—H, DO 65
The Christy Company—P 44
Mary Clark's Gifts—FFL 45
Collin Street Bakery—FFL 80
W. Leroy Coughenour FFL 106
Walter W. Cribbins Company—GS 70
Crosley—H 41
A. T. Cross Pencil Co.—DO, P 23
Custom Food Products—FFL 21

Dazey Corporation—H 48D
Gerard Delano Studio—H 6
De Met's, Inc.—FFL 112
Louis F. Dow Co.—GS 77
Drambuie—FFL 48A
Dulane Inc.—H 107
Dunn & Dean of Florida, Inc.—FFL 83
Duo-Fast Specialty Company—DO 24

Eaton Paper Corporation—DO 59
Economy Novelty & Printing Co.—GS 55
Emerson—H 48B
Enger-Kress Co.—P 16
The Esterbrook Pen Company—P, DO 92, 93

Faribo Woolen Mill Co.—H 89
Fee & Stemwedel—H 21
Ferber Pen Corporation—P, DO 20, 21
Firman—P 110
Fisher Cheese Company—FFL 61
Florists' Telegraph Delivery Assoc.—P 2
Franzenburg's Wolf Creek Smokehouse —FFL 18
Fraser, Morris & Co.—FFL 83

F. P. Garettson Company—FFL 21
Gerber Legendary Blades—H 33
The Glove Tailors of Antigo—P 111
Great Valley Mills—FFL 26

The Haas Company—H 56
Halvorson Trees, Inc.—H 20
Hamilton Metal Products Corporation—H 10
Harry & David Bear Creek Orchards—FFL 33
H. J. Heinz Company—FFL 87
Helbros Watch Co., Inc.—P 51
Henkel-Clauss Company—H 80A, B
Hennessy—FFL 26
Henry & Miller Industries, Inc.—H 43
The Hewitt Soap Company, Inc.—H 10
Hickory Valley Farms—FFL 101
High Valley Farm—FFL 38
Holbert Brothers—FFL 45
Horner Woolen Mills Company—H 79
Geo. A. Hormel & Co.—FFL 32A

Ibroc Woods Products—H 94
Imperial Knife Associated Companies, Inc. H— 46

Jefferson Electric Company—H, DO 85
Justrite Manufacturing Company—H 54

Kaukauna Dairy Company—FFL 100
Kentucky Tavern—FFL 95
Kidde Manufacturing Co.—FFL 28
Kimberly-Hart—GS 99
Kingan & Company—FFL 68
Kings Men Toiletries—P 60
G. R. Kirk & Company—H 48
Knauss Quakertown Smokehouse—FFL 79
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Leeds Travelwear Corp.—P 109
Leroy, Inc.—GS 27
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Madison Producers Dairy Sales, Inc.—FFL 8
Majestic Silver Co.—H 25
Malabar Farm Jellies—FFL 7
Manor Texas Fruitcake—FFL 102
Martha Ann Fruit Cakes—FFL 14
G. D. Martin Company—H 36
L. E. Mason Company—H, DO 16A, B, C, D
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Louis Milani Foods, Inc.—FFL 75
R. L. Mitchell Rubber Co.—H 51
John Hudson Moore Co.—P 38
Moorsville Mills—H 71
John Morrell & Co.—FFL 81
Sylvia Moss Gifts—FFL 50
Maud Muller Candy Co.—FFL 70
Mutual Orange Distributors—FFL 58

Newton Manufacturing Co.—H 63
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Charles Odence Co., Inc.—P 38
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Old Forester—FFL 32B, C
Old Hickory—FFL 31
Old Grand-Dad—FFL 64C
Old Taylor—FFL 64B
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John Oster Manufacturing Co.—H 97

Paper-Mate Company, Inc.—H, P, DO 64D
Patented Products Corporation—H 53
Pendelton Woolen Mills—H 32
The Chas. A. Peterson Co.—FFL 106
Philips Manufacturing Co.—P 55
Pickett & Eckel, Inc.—DO 14
S. S. Pierce Co.—FFL 90
Frederick Post Company—DO 97
H. C. Prange Co.—FFL 39
Prince Gardner Co.—P 72
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Van Kirk Groves—FFL 105
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Village Vendors—FFL 60

Waring Products Corporation—H 102
L. E. Waterman Pen Co.—DO, P 64
Wm. B. Watkins Company—H 27
Waverly Growers Cooperative—FFL 49
Eric Wedemeyer Inc.—H, DO 46
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Woody's Cheese Company—FFL 49
Wright Leather Specialties—P 24

Zippo Manufacturing Co.—P 42

See Reverse Side —

For description of special service on getting additional Christmas Gift information easily and promptly

FIRST CLASS
Permit No. 402
(Sec. 34.9 P.L.&R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

— POSTAGE WILL BE PAID BY —

BUSINESS GIFT DIVISION, READER'S SERVICE BUREAU

SALES MANAGEMENT

386 FOURTH AVENUE

NEW YORK 16, N. Y.

USE POST CARD TO GET MORE FACTS

As a service to readers who haven't decided on their 1953 business gifts, SALES MANAGEMENT has set up a separate division in its Readers' Service Bureau which without obligation will render a mailing service, and, upon request, an advisory service.

The mailing service works this way: As you read this section of the magazine, jot down the number appearing at the bottom of every advertisement of a product you might like to consider, but on which you would like more information.

Then circle the number(s) on the detachable card below--indicate quantity of gifts under consideration--sign--and mail. The Reader's Service Bureau then will have advertisers send full descriptive literature and prices.

THIS CARD REQUIRES NO POSTAGE, BUT ITS USE IS RESTRICTED TO EXECUTIVES OF U. S. A. CORPORATIONS. ALL OHERS, INCLUDING FOREIGN SUBSCRIBERS, SHOULD ADDRESS ADVERTISERS DIRECTLY. PLEASE USE INK, OR TYPEWRITER ON THIS CARD.

Business Gift Division

Reader's Service Bureau

SALES MANAGEMENT:

Date

We are interested in receiving further information, including prices, about the products of those advertisers whose numbers we have circled below.

Our gift list will contain approximately_____names.

1	11	21	31	41	51	61	71	81	91	101	111	121	131	141	151	161	171	181	191
2	12	22	32	42	52	62	72	82	92	102	112	122	132	142	152	162	172	182	192
3	13	23	33	43	53	63	73	83	93	103	113	123	133	143	153	163	173	183	193
4	14	24	34	44	54	64	74	84	94	104	114	124	134	144	154	164	174	184	194
5	15	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185	195
6	16	26	36	46	56	66	76	86	96	106	116	126	136	146	156	166	176	186	196
7	17	27	37	47	57	67	77	87	97	107	117	127	137	147	157	167	177	187	197
8	18	28	38	48	58	68	78	88	98	108	118	128	138	148	158	168	178	188	198
9	19	29	39	49	59	69	79	89	99	109	119	129	139	149	159	169	179	189	199
10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200

In addition,_____

NAME_____ TITLE_____

COMPANY_____ STREET_____

CITY_____ ZONE_____ STATE_____

ONE Gift that pays SALES DIVIDENDS to the User and You

Recorday—The Self-Organizer

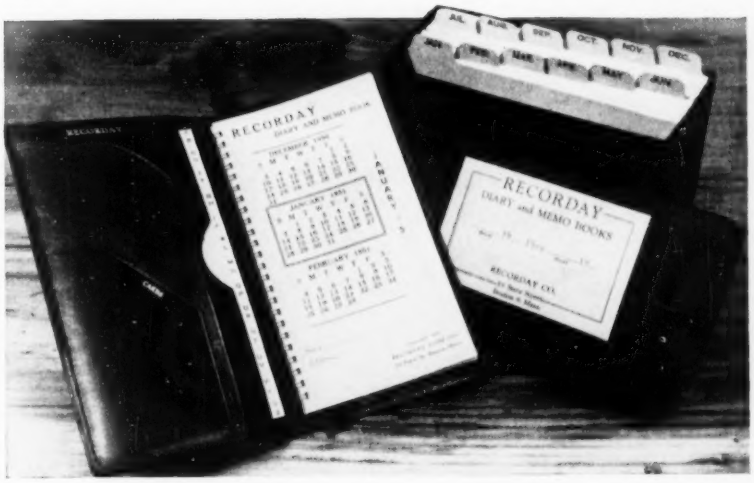
For Your Own Salesmen • Your Distributor's Men • Your Favorite Customers

Convenient to Carry and Easy to Use

•

RECORDAY
Remembers when Salesmen Forget

Enables salesmen to jot down all on-the-job data immediately while still fresh in their minds.



A personal work organizer designed especially for salesmen and executives. Developed and tested in field work by over 2,000 men. A simple, foolproof memo system for work planning; on-the-spot notes; appointments; expenses, etc. A complete memory jogger and tickler system that's easy as ABC.

LONG-LIFE GIFT
FOR SALESMEN AND EXECUTIVES

Don't even consider Recorday if all you want is a "flash" gift. BUT . . . if you want a gift that salesmen and executives will welcome and keep and use . . . that they will value more and more with each passing day *because it helps them sell more goods* . . . then write for a trial unit today.

The complete Recorday unit consists of either a sheepskin or calf-pocket case and twelve handy combination Diary-Memorandum-Expense Fillers (one for each month of the year), a file box with a monthly index tab, and alphabetical index.

Complete 12 month unit with Brown Sheepskin Case	$6.75*
with Russett Calfskin Case	$8.95*

Send today for unit on approval, and complete details. Money back if not satisfied.

•

Quantity discounts available.

•

*Tax included

Recorday Company

EXCHANGE BLDG., 53 STATE STREET **BOSTON 9, MASS.**

For more facts circle Readers' Service Card #100

Prestige gift of the year!

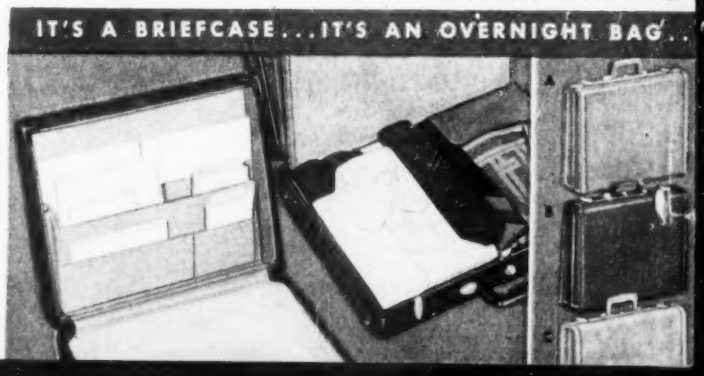
. . . new, trim Samsonite V.I.P. case $19.50 plus tax

SHOWN IN NATURAL ALLIGATOR FINISH • A. BRIDLE TAN • B. COLORADO BROWN • C. NATURAL PANIGUE FINISH

HERE's the most exciting new idea in Christmas gifts, something *really* different for business associates, customers, clients, or *any* man on your list.

It's a briefcase—light—slim—and sturdy. And it's actually a *traveling desk!* Files papers neatly, with smooth divider to write on.

It's an overnight case! Hidden under the hinged, locked divider is ample room for shirts, pajamas—all you need for a business trip. And they fit neatly—without crowding.

ON TV FOR SAMSONITE! Don't miss Sid Caesar and Imogene Coca on NBC's "Your Show of Shows."

Shwayder Bros., Inc., Luggage Div., Denver 9, Colo. Also makers of